

OPIS Retail Market Share Report

Date	County	State	Brand	Outlets					Rolling 4		Month Ago		Year Ago	
					Market Share	Outlet Share	Market Efficiency	Price Difference	Week Market Share	Rolling 4 Weeks Price Diff	Market Share	Month Ago Price Diff	Market Share	Year Ago Price Diff
3/3/2010	NJ, Ocean	NJ	Wawa	15	39.05%	14.71%	2.66	-3.81	39.03%	-4.60	39.47%	-5.26	36.85%	-3.09
3/3/2010	NJ, Ocean	NJ	Exxon	18	18.74%	17.65%	1.06	0.69	19.19%	1.80	19.17%	2.54	21.14%	0.85
3/3/2010	NJ, Ocean	NJ	Lukoil	14	12.27%	13.73%	0.89	3.41	12.18%	3.20	12.25%	2.93	13.61%	2.16
3/3/2010	NJ, Ocean	NJ	Sunoco	11	7.76%	10.78%	0.72	-0.71	7.64%	-0.60	7.76%	-0.59	7.08%	-0.18
3/3/2010	NJ, Ocean	NJ	Shell	10	7.55%	9.80%	0.77	0.34	7.03%	3.40	7.11%	5.62	7.06%	2.53
3/3/2010	NJ, Ocean	NJ	Hess	5	6.37%	4.90%	1.3	-3.39	6.28%	-3.40	5.84%	-3.14	5.80%	-2.26
3/3/2010	NJ, Ocean	NJ	Getty	10	2.85%	9.80%	0.29	-3.04	2.47%	-6.20	2.34%	-7.00	2.62%	1.20
3/3/2010	NJ, Ocean	NJ	Citgo	4	1.64%	3.92%	0.42	2.93	1.75%	1.20	1.70%	0.14	1.67%	0.90
3/3/2010	NJ, Ocean	NJ	Gulf	3	1.11%	2.94%	0.38	2.83	1.26%	-0.50	1.13%	-0.58	0.51%	-2.70
3/3/2010	NJ, Ocean	NJ	BP	2	0.67%	1.96%	0.34	0.96	0.62%	-1.50	0.54%	-3.09	0.65%	-4.39
3/3/2010	NJ, Ocean	NJ	Cumberland	1	0.64%	0.98%	0.65	-2.33	0.65%	-3.30	0.64%	-4.71	0.70%	-0.36
3/3/2010	NJ, Ocean	NJ	Valero	2	0.45%	1.96%	0.23	10.50	0.44%	10.50	0.42%	9.71	0.43%	9.35
3/3/2010	NJ, Ocean	NJ	Unbranded	3	0.44%	2.94%	0.15	2.80	0.59%	2.70	0.60%	0.85	0.77%	1.78
3/3/2010	NJ, Ocean	NJ	7-Eleven	1	0.36%	0.98%	0.37	-2.06	0.48%	-3.00	0.54%	-2.04	0.48%	-3.74
3/3/2010	NJ, Ocean	NJ	Delta	1	0.06%	0.98%	0.06	5.48	0.14%	2.30	0.17%	-0.66	0.07%	2.02
3/3/2010	NJ, Ocean	NJ	Liberty	1	0.05%	0.98%	0.05	1.85	0.20%	0.40	0.23%	-0.55	0.49%	0.18
3/3/2010	NJ, Ocean	NJ	Raceway Petr	1	0.02%	0.98%	0.02	3.80	0.08%	3.50	0.10%	2.59	0.10%	2.83
3/3/2010	NJ, Ocean	NJ	Costco	N/A	N/A	N/A	N/A	-5.77	N/A	-5.13	N/A	-4.88	N/A	-4.24

Date - Weekly Date delivered on Thursday and is the data for the previous 7 days (Thursday to Wednesday)

Outlets - Number of outlets OPIS received data on during current period

Market share - Percent of volume sold during the term

Outlet Share -Percent of outlets in the region

Market Efficiency = Market Share divided by Outlet share. A higher number indicates higher per store volumes

Price Diff = Average premium or discount the brand prices at retail. The brands average in each zip code is compared to other players in the zip code and rolled up.

Rolling 4 week =Percent of volume sold over the past 4 weeks

Month Ago = Data from 4 weeks ago.

Year Ago = Data from the same week 52 weeks ago

N/A = Is displayed for those brands that don't accept Wright Express