

## Year 1 Kite Sales Estimates

| Kite               | Kite Type | Price    | Release Date | Estimated Year 1 Units | Estimated Year 1 Sales |
|--------------------|-----------|----------|--------------|------------------------|------------------------|
| Spiraling Stuntman | Stunt     | \$ 49.95 | 4/1/2016     | 15,000                 | \$ 749,250.00          |
| Whirling Hurricane | Stunt     | \$ 49.95 | 4/1/2016     | 7,500                  | \$ 374,625.00          |
| Dipping Dragon     | Trick     | \$ 49.95 | 4/1/2016     | 25,000                 | \$ 1,248,750.00        |
| Blazing Bolt       | Delta     | \$ 49.95 | 4/1/2016     | 30,000                 | \$ 1,498,500.00        |
| Typhoon Spinner    | Trick     | \$ 49.95 | 4/1/2016     | 15,000                 | \$ 749,250.00          |
| Spinning Goose     | Delta     | \$ 49.95 | 4/1/2016     | 25,000                 | \$ 1,248,750.00        |
|                    |           |          |              | 117,500                | \$ 5,869,125.00        |