

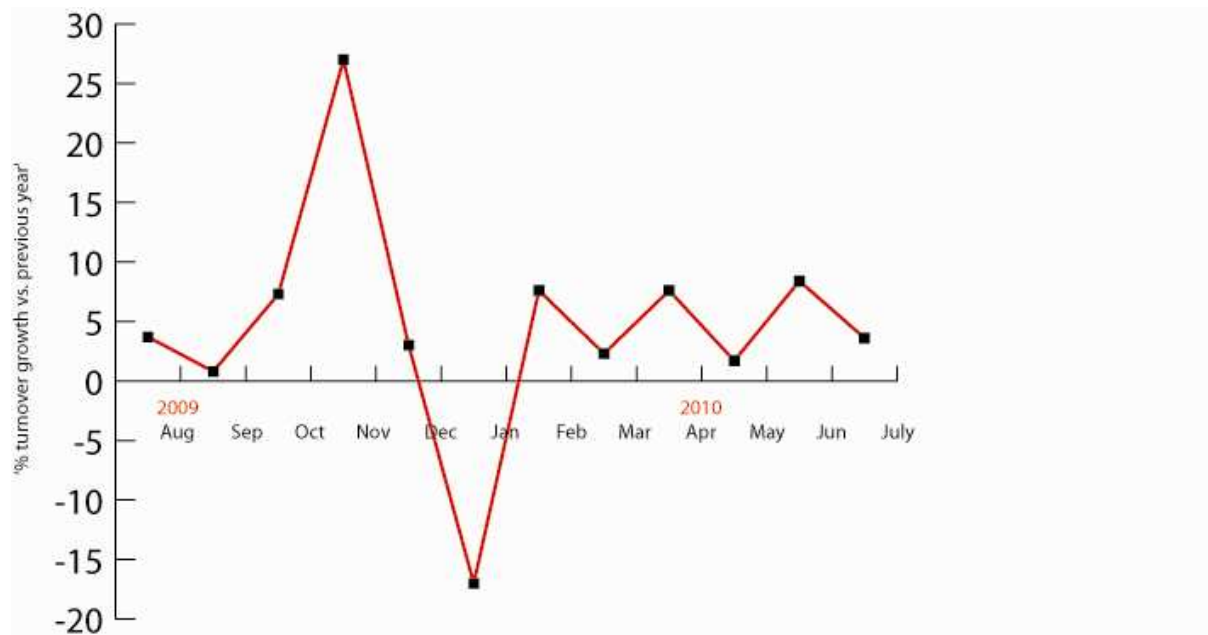
ActSmart July retail shop sales analysis

Six monthly growth rate over 5%

BikeBiz has teamed up with leading cycle trade body ACT and ActSmart to provide exclusive monthly cycle shop sales analysis. Specialist cycle shop sales grew by 3.6% in July vs. '09, but were nearly -12% down on June's peak season volumes. The six monthly growth rate now matches 2009, without the benefit of price inflation.



Specialist cycle retailer core sales growth vs. previous year



Specialist cycle shops sales grew for the sixth month in a row in July vs. 2009. The 3.6% increase in July took year to date core sales growth (stripping out the snow hit January) to 5.1%, directly in line with February – July 2009 growth. However, currency driven price inflation was the biggest driver of sales value increases in 2009 and we haven't (yet) experienced comparable inflation in 2010. Specialist retail sales increased by 4.7% May - July and by 2.7% year to date, including January. The volume fall off in July vs. June was -11.7%, higher than the -9.5% witnessed in 2009 reflecting the weather assisted June peak rather than a July downturn. With the forecasters now predicting unsettled weather sales growth is likely to slow as it did in August and September 2009. 57% of retailers reported sales increases in July vs. only 54% in June, but of those reporting a sales shortfall 19% reported sales down by over -20% a significant increase vs. June. It remains a very mixed story on the high street as consumer demand fluctuates throughout the country.

For more info visit: <http://cycles.actsmart.biz/news/> ActSmart: 0845 618 7256