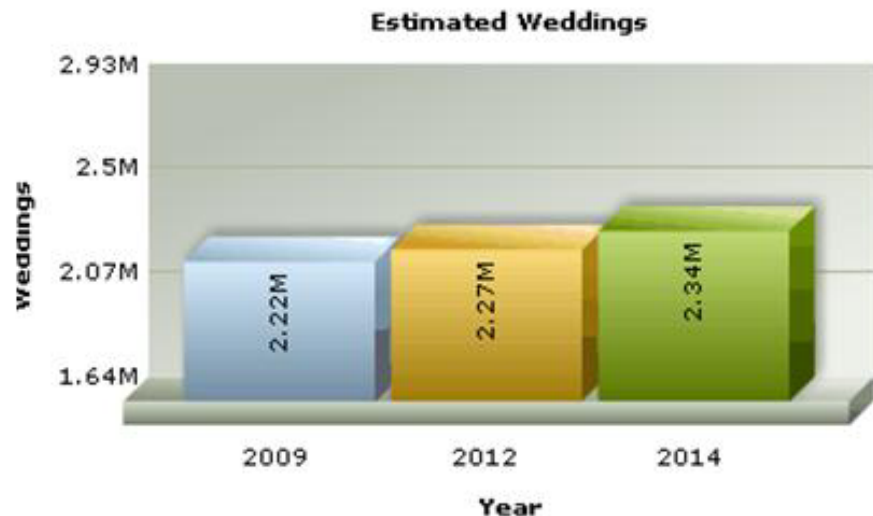


Why invest in weddings?

Number of weddings up 1.2% from, and increasing over 2008, after a down year!

Year	Millions
2008	2.162
2009	2.150
2010	2.176
2012	2.230

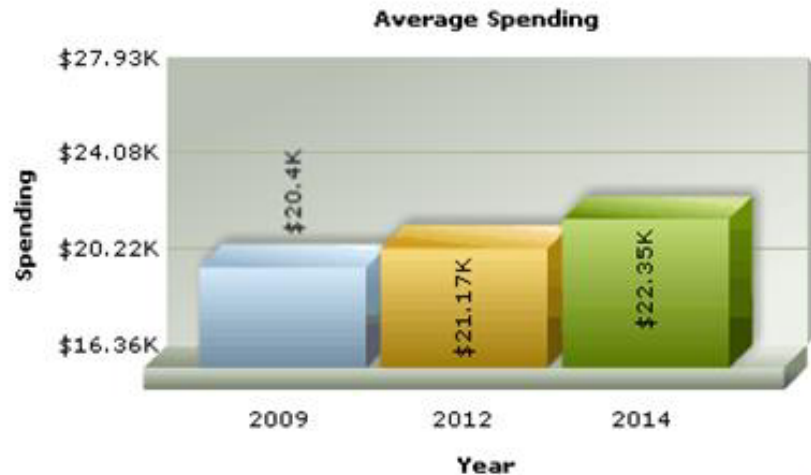


Source: The Wedding Report

Why invest in weddings?

Budgets up 3% and growing after an 11% decline. Major event recovering!

Year	Millions
2008	21.8
2009	19.6
2010	20.2
2012	21.4



Source: The Wedding Report

Why invest in weddings?

Floral up 6%! After a down year.

	2008	2009	2010	2011	2012
Boutonnieres, Corsages	\$121	\$105	\$112	\$127	\$145
Bridal Bouquet	\$154	\$131	\$141	\$162	\$184
Bridesmaid Bouquets	\$155	\$124	\$137	\$163	\$186
Ceremony Flower Arrangements	\$286	\$247	\$265	\$300	\$341
Flower Girl Flowers	\$84	\$77	\$81	\$88	\$101
Flower Petals	\$91	\$82	\$87	\$96	\$109
Reception Flower Arrangements	\$385	\$369	\$381	\$404	\$460



Source: The Wedding Report