



# MAFSI BUSINESS BAROMETER REPORTS INCREASE IN OVERALL SALES FOR Q4/04, Compared to the Same Time Last Year

Il areas reported an increase in actual overall sales for fourth quarter 2004, compared to fourth quarter 2003. In looking ahead at first quarter 2005, MAFSI reps from across the U.S. and Canada forecast a 4.0 percent growth in sales, as well as a 5.6 percent growth in overall sales for 2005. This is according to the latest results of the MAFSI Business Barometer.

Compared to Q4/03, the MAFSI Business Barometer revealed that during fourth quarter 2004 overall:

- Equipment sales increased **+2.7%**
- Supply sales increased +2.7%
- Tabletop sales increased +2.3%

- Furniture sales increased +2.5%
- Overall sales increased +2.6%

For further details on your region of the country please see graphs.

Manufacturers' representatives were surveyed from agencies across the United States and Canada for the MAFSI Business Barometer Survey. The quarterly survey is a leading economic indicator in the foodservice industry that provides an invaluable outlook on sales trends and forecast regionally and nationally. This survey is the industry's most definitive non-food sales/trend indicator.

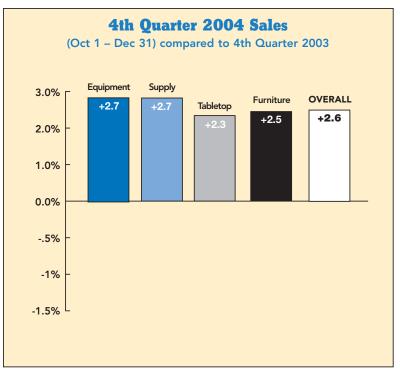
MAFSI releases the Business Barometer on a quarterly basis. First quarter results will be released the first week in May.

# **businessbarometer**

# MAFSI Business Confidence Index for 1st Ouarter 2005

(Jan 1 – Mar. 31) compared to 1st Quarter 2004

All Regions



#### **Projected 1st Quarter 2005 Sales**

(Jan. 1 - Mar. 31) compared to 1st Quarter 2004

NORTHEAST +4.0%

SOUTH +3.6%

MIDWEST +4.5%

west +4.1%

CANADA +4.5%

### **Projected 2005 Overall Sales Forecast**

(Compared to Overall Sales for 2004)

NORTHEAST +5.5%

south +5.1% MIDWEST +5.5%

west +5.7% CANADA +7.5% OVERALL +5.6%

## **Regions Represented**

**Total Respondents 113** 

**NORTHEAST** — ME, NH, VT, MA, RI, CT, DE, NJ, NY, PA, DC, MD, VA

**SOUTH** — NC, SC, GA, FL, AL, TN, MS, AR, LA, OK, TX

MIDWEST — KY, W.PA, WV, ND, SD, NE, KS, MN, IA, MO, WI, IL, IN, MI, OH

**WEST** — WA, OR, ID, MT, WY, CO, NM, UT, AZ, NV, CA, AK, HI

CANADA — Includes all of Canada

