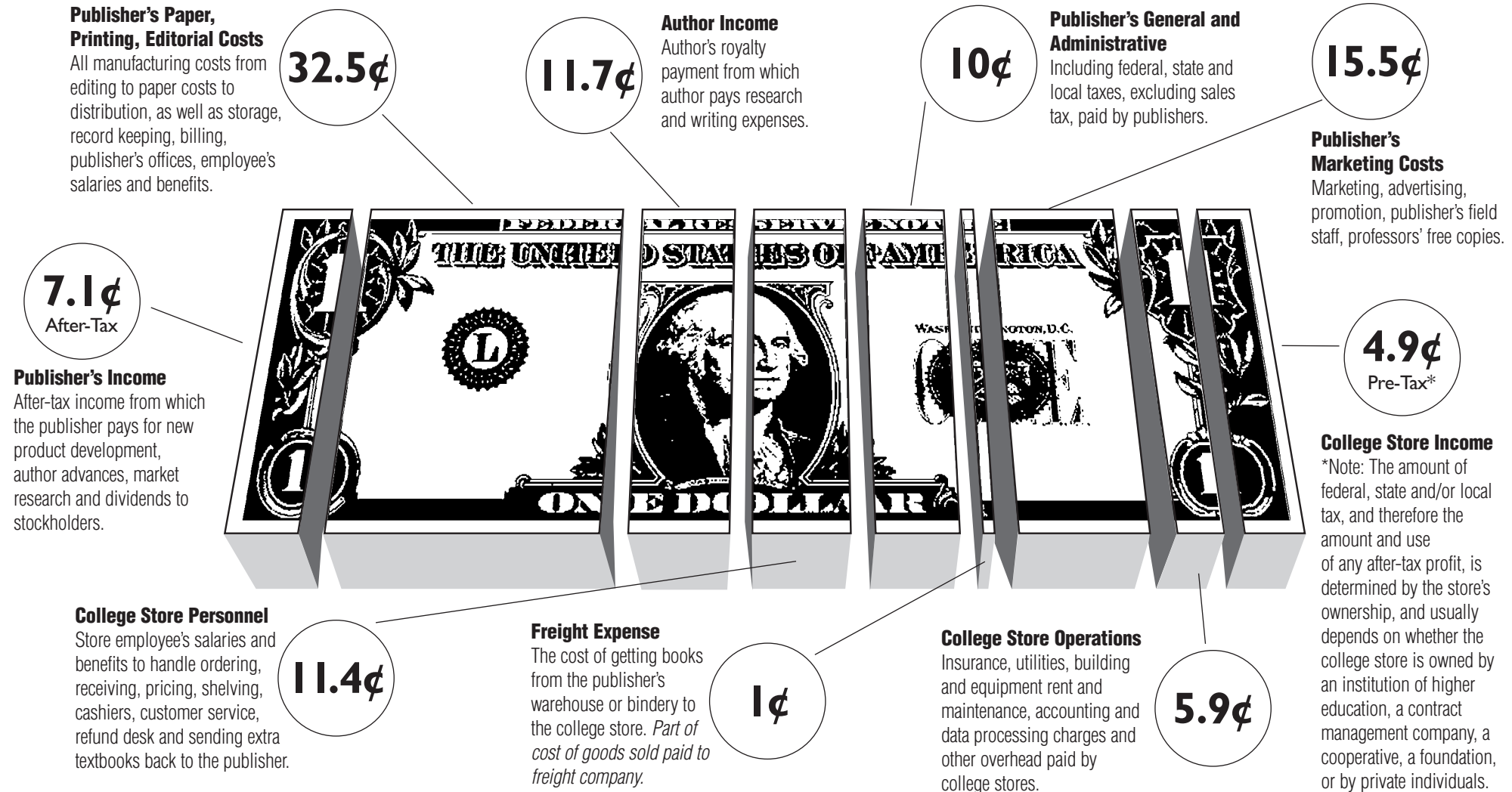


Where the New Textbook Dollar Goes* ...



*College store numbers are averages and reflect the most current 2004-2005 data gathered by the National Association of College Stores. Publisher numbers are estimates based on data provided by the Association of American Publishers.