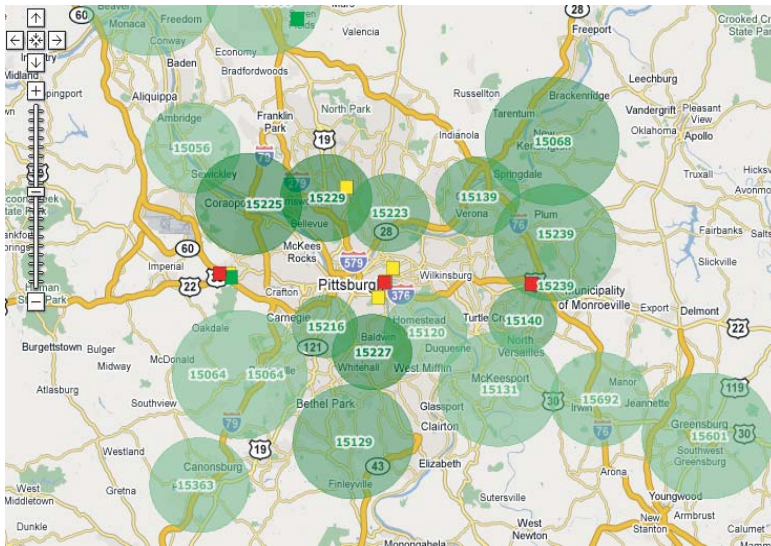


Market Optimization

Maximize the Potential of New and Existing Locations

Our patent-pending and proprietary software, the **Market Optimizer**:

- Identifies the highest potential gaps in your market coverage
- Provides a maximum ROI development blue print
- Determines the competitive vulnerabilities in your current network of units
- Allows "what-if" scenarios with current store configurations



"Forum Analytics developed a model that has enabled us to more effectively identify how many stores can go into a market. This tool will be a tremendous asset as we continue to grow our system and will help us work with our franchisees to do so much more effectively."

Russ Reynolds
President



DMA border: □	Optimal market bubbles: ■ Priority 4 ■ Priority 3 ■ Priority 2 ■ Priority 1	Competitors: ■ Baja Fresh ■ Onipote Mexican Grill ■ Moe's Southwest Grill ■ Qdoba Mexican Grill
Existing units: ★		

DMA Summary	
Priority 4 Markets:	19
Priority 3 Markets:	22
Priority 2 Markets:	36
Priority 1 Markets:	66
Total Opportunities Identified:	143

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Optimal Market Details											
code	State	Priority	Distance to Nearest Existing Unit	Distance to Nearest Competitor	Restaurant Ratio	Residential Pop	Daytime Pop	% Own Occupied	% Pop Growth L5Y	Avg HH Income	% White
18	NJ	4	37.6	7.6	4 %	55,113	18,747	26.4 %	-2.0 %	\$48,258	8.2 %
36	NJ	4	20.5	11.9	3 %	27,150	13,706	54.6 %	15.1 %	\$137,649	50.8 %
41	NJ	4	19.3	21.2	4 %	72,576	26,593	79.8 %	9.7 %	\$73,541	92.5 %
04	NY	4	35.6	0.1	3 %	1,499	43,158	29.8 %	31.4 %	\$113,208	69.1 %
06	NY	4	35.8	0.2	2 %	3,319	19,420	12.4 %	53.8 %	\$138,520	73.0 %

Market Optimization is not just for growing companies, but for any company that must make tough decisions on how to occupy a given geography. Our patent-pending process identifies the optimal configuration of stores to fill a market, maximize share, and provide you the most stable **long-term market position** possible regardless of the economy. Forum's Market Optimizer will create a blue print for optimal market performance for your business.

