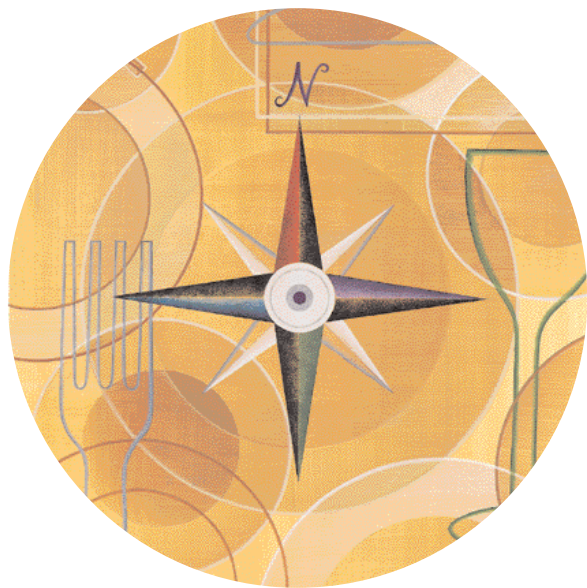


RGI F.Y.I.

The Restaurant Growth Index was printed in the October 15, 2001 issue of Restaurant Business Magazine. Information for this report was provided by Claritas.

The Restaurant Growth Index (RGI) is a statistical prediction of where a new restaurant stands the best chance of succeeding. This year we've ranked 318 Metropolitan Areas, from the best prospects down, based on the RGI score for each. That score is based on an area's total restaurant sales as a percent of income, at a per-capita level, compared to the nation as a whole. The exact formula is as follows:

$$\left(\frac{\text{Restaurant sales per capita in the market}}{\text{Restaurant sales per capita in the U.S.}} \right) \times \left(\frac{\text{Restaurant sales per capita as a percent of income per capita in the market}}{\text{Restaurant sales per capita as a percent of income per capita in the U.S.}} \right) \times 100 = \text{RGI}$$



An RGI score of 100, therefore, is the average for the entire United States. Higher scores indicate better prospects than the national average; lower scores indicate poorer ones.

Remember that the Index is not a gauge of where restaurants are, but where it's best for them to go, which is why well-established markets may not fare as well as yet-undiscovered ones.

REPORT CONTENTS:

Restaurant Growth Index

All the U.S. Metro Areas ranked according to their growth potential

Menu Potential Index

Details what types of cuisines customers go for in the top 25 metro markets

Restaurant Sales

Total restaurant sales for each of the country's Metro Areas, ranked by size

Per Capita Restaurant Sales

Metro Areas ranked by per capita restaurant

Metro Report

Details the 318 major Metro Areas by population, sales totals, sales per capita, sales as a percentage of per-capita income and RGI

For more information, Claritas can be reached at 877-255-1105, by email at info@claritas.com, or via the Internet at www.claritas.com.