



Jellifish Inc.  
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(630) 214-5000 FX

### Gross Profit, Profit Margin & ROI

End-user demand is firmly established for the Jellifish<sup>®</sup> guitar accessory at a Internet price point of \$9.95 per unit (direct sales via the Company's e-commerce website also incurred additional Shipping & Handling charges of, on average, \$2.00 per unit, amounting to an ASP of \$11.95). Based on the product's established history, premium packaging and the Company's commitment to building consumer awareness through print advertising, our minimum advertised price (MAP) in the dealer channel is \$9.95 per unit. (MSRP is \$12.95.)

Below, please find additional information on your Gross Profit, Profit Margin and ROI. I think you'll agree this is an attractive opportunity! As always, we are committed to supporting you, the independent music products retailer.

QTY	QTY Cost	Cost / Unit	QTY @ MAP	Gross Profit	Profit Margin	ROI
12	\$ 75.00	\$ 6.25	\$ 119.40	\$ 44.40	37.2%	59.2%
50	287.50	5.75	497.50	210.00	42.2%	73.0%
250	1,187.50	4.75	2,487.50	1,300.00	52.3%	109.5%
500	2,125.00	4.25	4,975.00	2,850.00	57.3%	134.1%