

EXHIBIT E

Piccadilly purchases from Merchants at 16% margin comparison to 8.5% margin

Trends	Selling Price @ 16%	Margin at 16%	Selling Price @ 8.5%	Gross Profit @ 8.5%	8.5% Credit
Sum of All Trends Activity	\$8,737,308	\$1,383,982	\$8,036,422	\$683,096	\$700,886
09/23/2012 to 09/29/2012	\$933,460	\$146,467	\$860,101	\$73,109	\$73,359
09/30/2012 to 10/06/2012	\$807,897	\$128,910	\$742,063	\$63,075	\$65,834
10/07/2012 to 10/13/2012	\$808,166	\$128,138	\$743,200	\$63,172	\$64,966
10/14/2012 to 10/20/2012	\$784,141	\$123,748	\$721,741	\$61,348	\$62,400
10/21/2012 to 10/27/2012	\$814,326	\$129,479	\$748,467	\$63,620	\$65,859
10/28/2012 to 11/03/2012	\$821,863	\$130,728	\$755,338	\$64,204	\$66,525
11/04/2012 to 11/10/2012	\$922,189	\$146,451	\$847,801	\$72,063	\$74,388
11/11/2012 to 11/17/2012	\$1,405,872	\$222,623	\$1,293,168	\$109,919	\$112,703
11/18/2012 to 11/24/2012	\$788,808	\$125,231	\$725,220	\$61,644	\$63,588
11/25/2012 to 12/01/2012	\$650,586	\$102,207	\$599,321	\$50,942	\$51,265