

CSX Founders

Gene Gerke, President of Gerke & Associates, has been a management consultant to business since 1977. His work has encompassed executive consultations, business analysis, application of new technology, and business planning. He has also developed several computer-based simulations used for management development.

Dick Meyer, President of Meyer & Associates, is considered a premier industry analyst and prognosticator. His annual interpretations on the industry's operating results and trends have become a signature trademark of his Company. A Big 6 CPA by background, Mr. Meyer has been in the industry over 25 years.

David Nelson, Ph. D. is a professor and chairman of the Department of Economics at Western WA University. He is the founder/President of Finance & Resource Management Consultants, Inc., and Petroleum Marketers Study Groups. He has 20+ years experience in the petroleum marketing industry and has published studies on the valuation of petroleum jobberships & c-store profitability.

Francis Bologna, C.P.A., senior partner in the professional accounting firm of Wegmann-Dazet & Co., specializes in the petroleum industry. His area of expertise is business valuations of jobberships in conjunction with the acquisition, sale or merger of a petroleum marketer's company.

Start Getting Market Intelligence Data to Help your Company!

Every month we read about other retail segments' profit performance and same store sales' trends. CSX can now deliver similar analytical "tools" and *intelligence* to convenience store chains and petroleum marketerson a monthly basis!

If you want to measure your results against national and regional trends, 24/7 on a monthly basis, then sign up for CSX now. Chances are your competitors have and, guess what, that's good for the Industry overall, and for you!



www.csxllc.com

To sign up now or for any questions contact

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Benchmarking your Company's performance against convenience store and petroleum marketing industry *averages* is available on-line with CStoreXchange (CSX).

Four industry leaders combined their technology solutions and expertise to provide this long awaited industry databank.



CSX Principals: Dr. David Nelson, Gene Gerke, Francis Bologna, CPA and Dick Meyer

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What is CSX?

CSX's data reservoir contains monthly P&L and balance sheet information going as far back as 10 years. Subscribers add their new month's data on a secure web-site, allowing them to compare their trends and operating results to national and regional averages & trends within days of their input.

Analyses are available monthly, for a selected month or any trailing 12 months' timeframe. Comparative data is for same firms, thus enhancing the information's "apples to apples" value. A sample on-line menu is illustrated below.

The screenshot shows a web interface with a navigation bar containing 'My CSX', 'Reports', 'Graphs', 'Profile', 'Data', and 'Logout'. Below this is a 'Select Report' section with a dropdown menu set to '1 - The Summary Income Statement'. To the right are 'Region' and 'State' dropdowns. A 'Select Date' section has a dropdown set to 'October 2003'. A 'Time Frame' section has radio buttons for 'Monthly' (selected) and 'Yearly'. An 'Output' section has radio buttons for 'Browser' (selected) and 'Excel'. A 'Create Report' button is at the bottom.

Creating *specialized* reports is as easy as choosing options on the menu. You select the type of report and timeframe, choose "Create the Report", and view the results within seconds (see next column). You can print the report, email it, or export it to Excel.

Reporting Options

Comparing same firms and similar type operations allows for *informed* strategic analysis/decision making. This is one of a myriad of views.

Line	Y1 - The Summary Income Statement AB C-Stores - November 2002-October 2003	Our Averages			
		Company	National	Region	State
	Companies in Average	1	51	12	NA
1	Average Number of Stores per Company	28.06	23.65	22.43	NA
2	Average Square Footage	2,798	2,555	2,782	NA
3	Motor Fuel Pool Margin (cents per gallon)	12.65	13.44	15.7	NA
4	Breakeven Pool Margin (cents per gallon)	8.48	10.41	13.49	NA
	Per Square Foot Analysis				
5	Merchandise Sales	\$31.52	\$24.87	\$20.28	NA
6	Food Service Sales	3.31	2.9	3.2	NA
7	Other Store Income	1.16	1.23	0.85	NA
8	Direct Operating Expenses	10.07	9.36	8.58	NA
9	Facility Expenses	2.81	2.87	2.85	NA
10	Pretax Income	2.08	1.26	0.77	NA
	Per Retail Location Analysis				
11	Fuel Gallons	139,377	106,477	96,753	NA
12	Fuel Sales (\$)	\$193,365	\$151,856	\$142,284	NA
13	+ C-Store Merchandise Sales	88,207	63,540	56,419	NA
14	+ Food Service Sales	9,249	7,418	8,915	NA
15	= Total Sales	\$290,820	\$222,815	\$207,599	NA
18	= Gross Profit Dollars	\$45,179	\$35,557	\$35,309	NA
25	= Store Operating Profit	\$11,768	\$6,737	\$5,193	NA
26	Other Corporate Income Related to Retail	179	536	122	NA
27	- Corporate G & A	3,828	3,493	2,788	NA
28	- Other Corporate Exp. Related to Retail	2,238	557	366	NA
29	= Pretax Income (Loss)	\$5,820	\$3,223	\$2,131	NA
30	Earnings B4 Int., Taxes, Dapr & Rents	\$14,340	\$10,794	\$10,334	NA

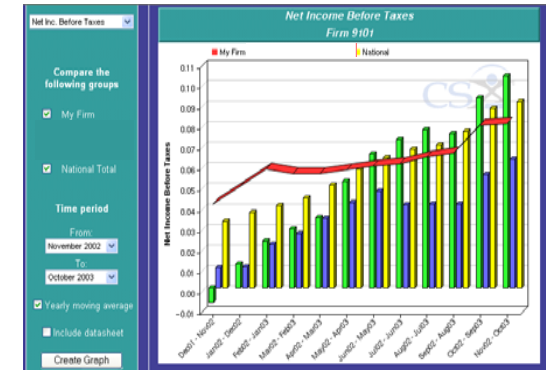
These are per-month averages; some lines deleted for illustration purposes

Other industries benchmark against direct competitors, plus other retail channels. CSX believes it's time for the petroleum and convenience marketing industry to have the same information *intelligence*.

Wouldn't your Company benefit by validating your monthly/quarterly progress against overall industry trends? With CSX you can view your income and expense trends *by line item* against the average of your peers....every month!

Graphing Capabilities

Since a picture "says a thousand words" CSX offers you multiple graphing options. One of the many options is illustrated below.



Join CSX...Now

It's simple and it's inexpensive. Chains with less than 100 stores pay a one-time \$750 set-up fee and a \$600/quarter subscription fee.

Within days of CSX obtaining your historical data you can utilize your new information power. To sign up now or for any questions contact Benjamin Meyer at (248) 269-8384.

The petroleum marketing/convenience stores' industry has been in "data darkness" too long, as related to monthly trends data. In 2004, with your help, we can get to a level *information* playing field.