



Business Milestones

DATE	MILESTONE
12.17.04	Quixtar continues its support of the PayKids Foundation with a \$25,000 donation, aiding the foundation's ongoing campaign to identify deadbeat parents and get them to pay up – or risk going to jail. The latest donation brings Quixtar's total contributions to the PayKids Foundation to \$75,000 in the past 15 months.
12.07.04	Jay Van Andel, who co-founded the company that later became Alticor Inc., Quixtar's parent company, passed away at the age of 80.
10.28.04	Quixtar announces that more than \$830,000 was contributed to Easter Seals in the U.S. and Canada by the company and IBOs during the 2004 fiscal year.
10.21.04	Quixtar Inc. announces fiscal 2004 retails sales of \$1.1 billion, with IBOs generating another \$68.5 million in revenues for Quixtar's Partner Stores. For their business-building efforts, IBOs earned more than \$373 million in bonuses and other incentives.
09.07.04	Quixtar launches a completely redesigned Quixtar.com, created through User-Centered Design and improving navigation, functionality, and appearance.
08.31.04	On the final day of its fiscal 2004, Quixtar reports its first \$12 million sales day.
06.07.04	In its "Top 300 Guide," <i>Internet Retailer</i> ranks Quixtar first in the online Drug/Health & Beauty category based on sales, and 12 th among all e-commerce sites.
03.31.04	Quixtar reports its first \$11 million sales day and its first \$100 million sales month.
10.23.03	Quixtar Inc. announces fiscal 2003 retail sales of \$1.035 billion, with IBOs generating another \$58.3 million in revenues for Quixtar's Partner Stores. For their business-building efforts, IBOs earned more than \$343 million in bonuses and other incentives.

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10.13.03	Quixtar Inc. announces its national partnership with Easter Seals as a leading corporate partner and presenting sponsor of “Walk With Me,” Easter Seals’ signature event to be held in up to 75 markets in 2004.
09.00.03	Internet Retailer ranks Quixtar 5 th among retailing e-commerce sites based on the average usage days per visitor per month and 3 rd for the average minutes spent at the site per visitor per month (behind eBay and PeoplePC.com).
03.31.03	Quixtar reports record sales of \$10 million, shattering previous record day by 27 percent.
10.31.02	Quixtar reports its first \$8 million sales day.
10.29.02	Quixtar Inc. announces fiscal 2002 retail sales of \$901 million, with IBOs generating another \$57 million in revenues for Quixtar’s Partner Stores. For their business-building efforts, IBOs earned more than \$282 million in bonuses and other incentives.
07.31.02	Quixtar reports its first \$7 million sales day.
07.22.02	Quixtar is featured in a <i>New York Times</i> article about some of the surprises among comScore’s rankings for top online retailers in May 2002. Quixtar ranked 6 th on the list, outperforming top companies like Sears.com, QVC.com, JCPenney.com, BarnesandNoble.com and Spiegel.com. The article outlines Quixtar’s sales success, attributing it to its business model and the efforts of Independent Business Owners.
06.07.02	Doug DeVos is named President of Quixtar Inc. and, upon the retirement of his brother Dick on Aug. 31, 2002, will also become President of parent company Alticor Inc.
11.13.01	In the ‘Numbers’ section of its December issue, <i>Business 2.0</i> ranked Quixtar #1 in sales for the online Health & Beauty category, with 20.5% of the estimated \$1.45 billion market segment. Based on the analysis of Nielsen//NetRatings and Harris Interactive eCommercePulse, Quixtar was ranked ahead of Drugstore.com (12.2%), Merck-Medco.com (5.7%), Avon.com (4.5%) and MaryKay.com (4.1%).
11.07.01	Quixtar ranked #43 among all e-commerce companies – B2B and B2C – in <i>Inter@ctive Week</i> ’s annual “Interactive 500” ranking. Among consumer retailers, only Amazon.com ranked ahead of Quixtar.
10.17.01	For the fiscal year ended Aug. 31, 2001, IBOs powered by Quixtar generated revenues of \$816 million, including \$751 million at www.quixtar.com and \$65 million at Partner Stores. For their business-building efforts, IBOs earned \$230 million in bonuses and other incentives.
08.31.01	Quixtar ends its second year and achieves its first \$6 million sales day.

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06.25.01	In a <i>Forbes</i> article, a Harris Interactive analyst said Quixtar is the top health and beauty site online with 22.2 percent of sales, more than double the percentage of its nearest online competitor.
01.01.01	Alexa Research's "E-Commerce Report" for the fourth quarter of 2000 ranked Quixtar 17 th overall for traffic among non-auction consumer retailer sites, and 3 rd among those classified as "general merchandise" sites. Also, Quixtar was second only to eBay for repeat visitors.
11.30.00	Quixtar reports its first \$5 million sales day.
09.01.00	The National Retail Federation's <i>STORES</i> magazine ranks Quixtar 7 th among consumer e-commerce companies based on sales. Also, in a survey conducted for the Retail Council of Canada, Deloitte & Touche ranked Quixtar 1 st for health and beauty in Canada and 2 nd for overall e-commerce sales.
08.31.00	At the end of its first year in business, Quixtar reports revenues of \$448 million generated by Quixtar-powered Independent Business Owners (IBOs), plus another \$70 million generated by IBOs at Quixtar Partner Stores. For their business-building efforts, IBOs earned \$143 million in bonuses and other incentives.
04.03.00	Quixtar reports its first \$4 million sales day at www.quixtar.com .
03.19.00	Quixtar reports \$250 million in sales its first 200 days.
02.29.00	Quixtar reports its first \$3 million sales day at www.quixtar.com .
12.09.99	Quixtar reports \$100 million in sales its first 100 days.
09.01.99	Quixtar officially launches Web-based business.