Addendum

Exhibit A:
Trade Area Maps and ZIP Code Lists

Information was acquired to perform certain Phase I Market Analysis services based on lists of ZIP codes generated by the Portage County Business Council. The geographic trade area is described, generally, as: all, or a portion of, three counties in central Wisconsin approximate to the Wisconsin River. Its configuration is that of a polygon in nature. Both primary (core) and secondary (band) were identified. The primary core being the distance shoppers come from on a frequent basis to purchase necessary and basic goods and services - groceries, dry-cleaning and gasoline. The secondary band is the greater distances the consumer will travel to do comparison shopping - clothing, shoes and computers

Trade Area ZIP Codes and Claritas Tiger Site Maps

Primary (core) Trade Area ZIP Codes:

Almond	54909
Amherst	54406
Amherst Junction	54407
Bancroft	54920
Coloma	54930
Custer	54423
Hancock	54945
Iola	54945
Junction City	54443
Milladore	54454
Nelsonville	54458
Plainfield	54966
Plover	54467
Rosholt	54473
Rudolf	54475
Stevens Point	54481
Wisconsin Rapids	54494
Wisconsin Rapids	54495

Secondary (band) Trade Area ZIP Codes:

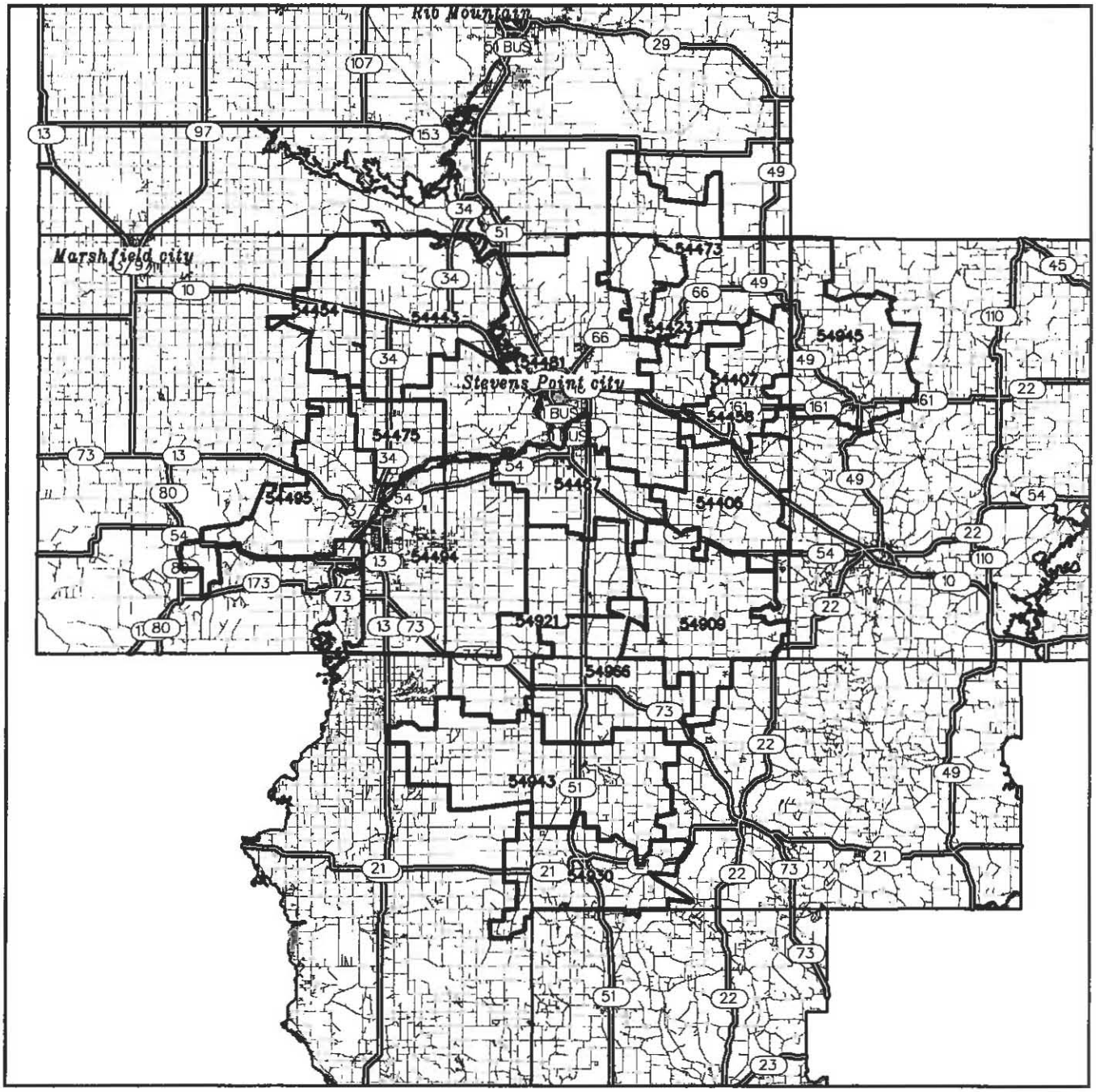
Adams	53910
Arkdale	54613
Arpin	54410
Auburndale	54412
Blenker	54415
Friendship	53034
Galloway	54432
Grand Marsh	53936
Hewitt	54441
King	54946
Marshfield	54449
Mosinee	54455
Nekoosa	54457
Ogdensburg	54962
Pittsfield	54466
Port Edwards	54469
Scandinavia	54977
Vesper	54489
Waupaca	54981
Wautoma	54982
Westfield	53964
Wild Rose	54984

Account Number : 896605 *Thursday June* 21, 2001

TIGER SITE MAP

BY CLARITAS INC 800-234-5973
PREPARED FOR
DALE HELMICH, LTD

STEVENS POINT PRIMARY TRADE AREA *SITE* : 1016873
STEVENS POINT, WI *COORD* : 0:00.00 0:00.00



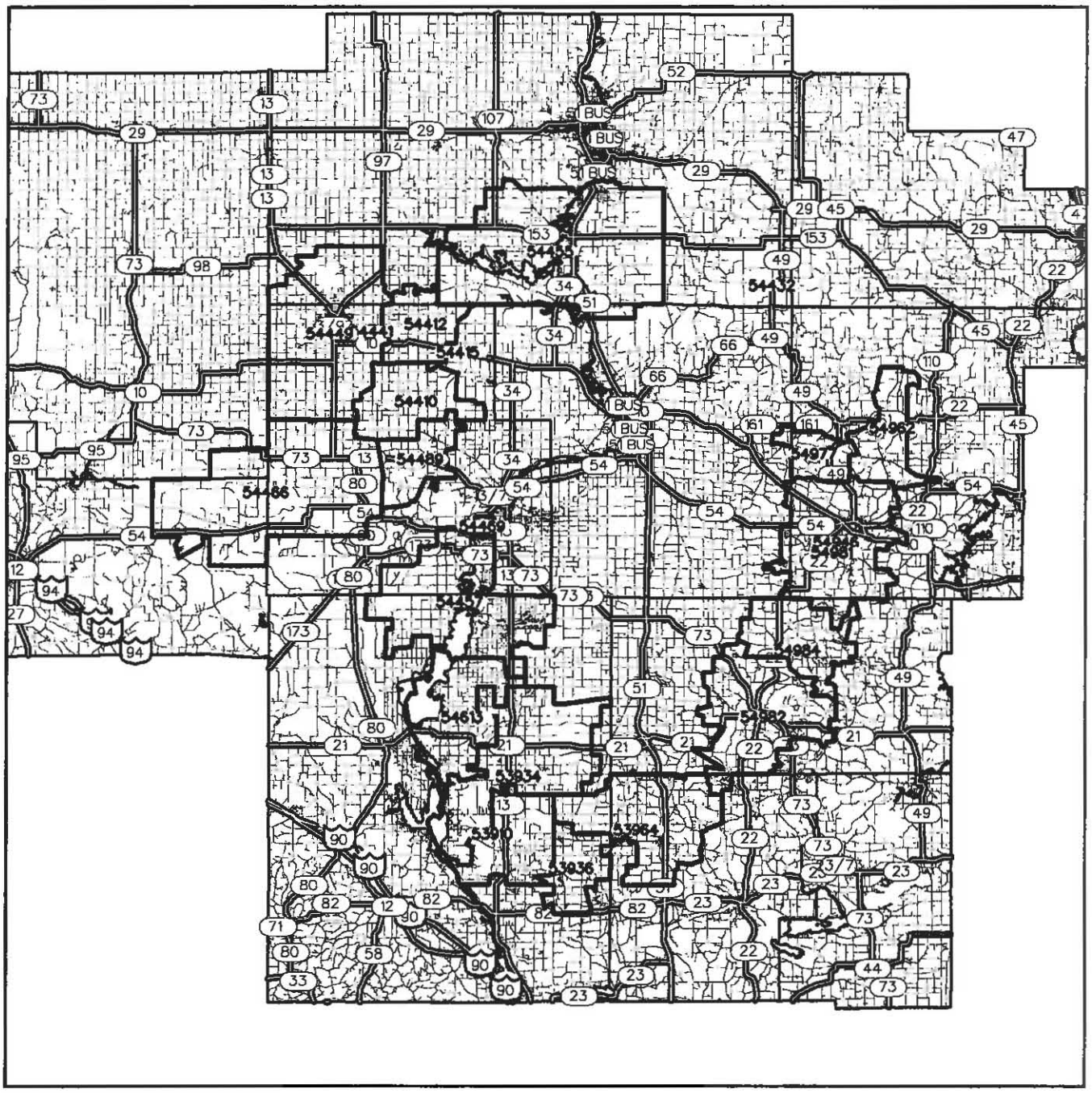
11.10 *Miles*

Account Number : 896605 *Thursday June* 21, 2001

TIGER SITE MAP

BY CLARITAS INC 800-234-5973
PREPARED FOR
DALE HELMICH, LTD

STEVENS POINT SECONDARY TRADE AREA *SITE* : 1016873
STEVENS POINT, WI *COORD* : 0:00.00 0:00.00



15.94 *Miles*