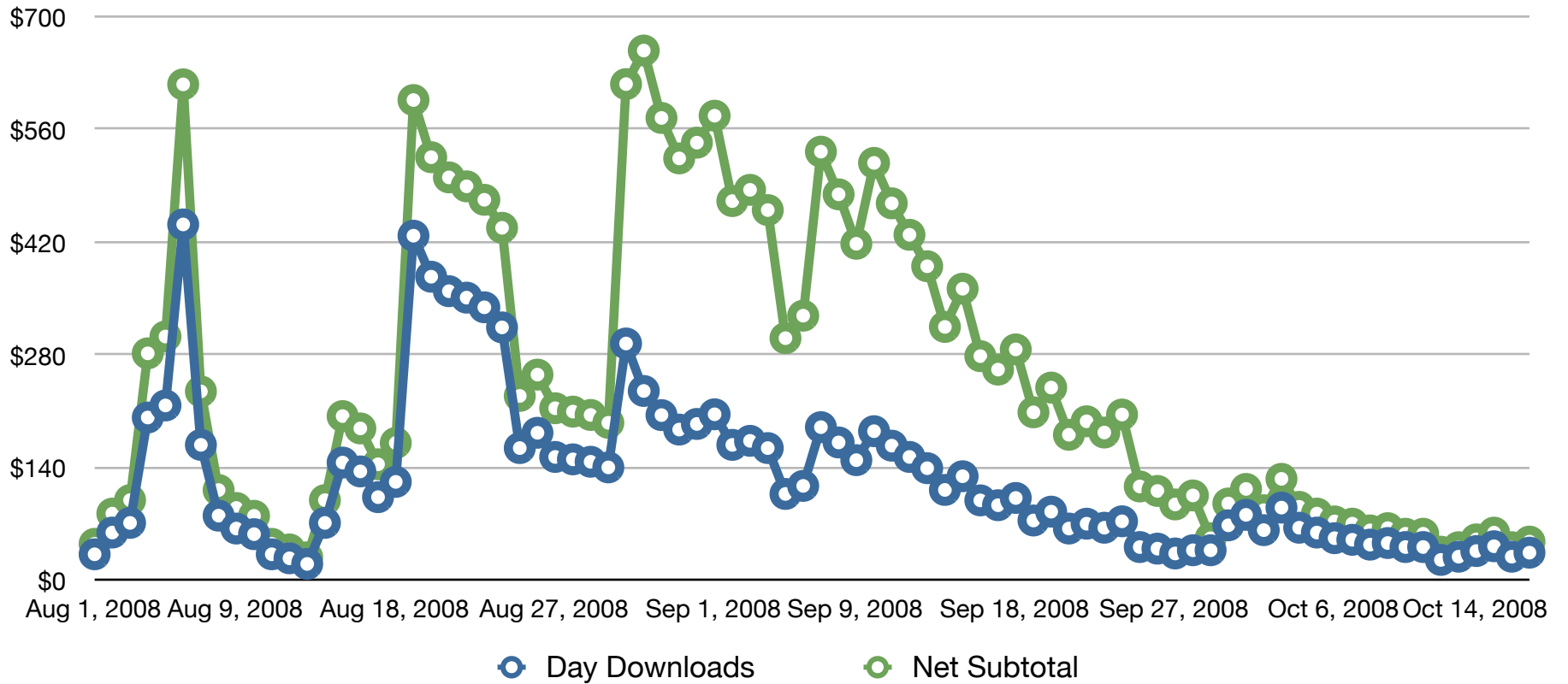
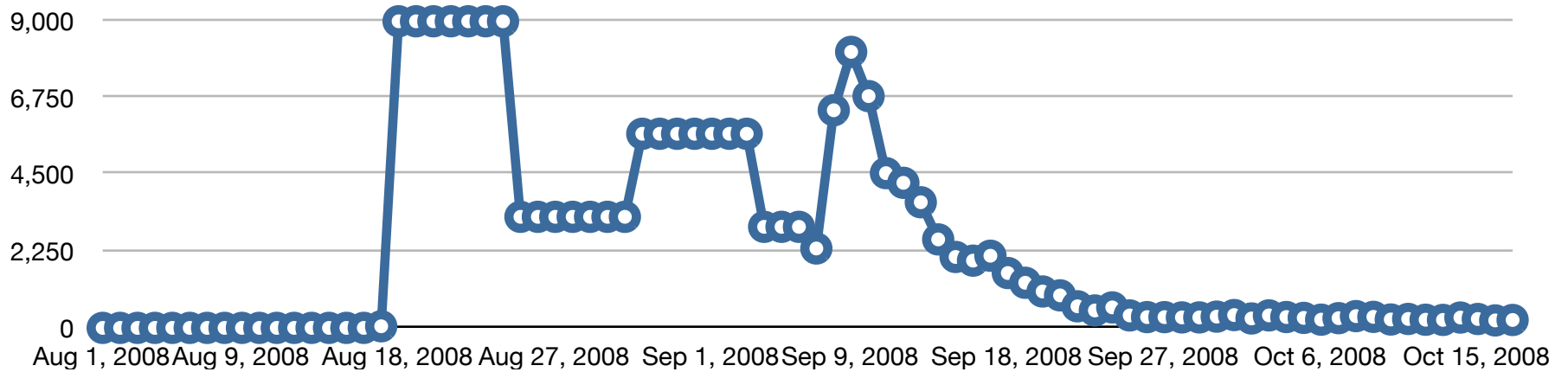


### Lumen Daily Statistics



### Lumen Lite Downloads



### Statistics

Statistic	Value
Average sales/day	127.88
Average gross/day	\$357.05
Average profit/day	\$249.94
Days counted	82

Note: Lumen Lite downloads were not recorded from the beginning, so values up to Sept. 12th are simply averages for the week's sales.

### Daily Statistics

Date	Day Totals	Price per sale	Gross Subtotal	Operating Percentage	Net Subtotal	Lite Downloads
Aug 1, 2008	33	\$1.99	\$65.67	30.00%	\$45.97	0
Aug 2, 2008	60	\$1.99	\$119.40	30.00%	\$83.58	0
Aug 3, 2008	72	\$1.99	\$143.28	30.00%	\$100.30	0
Aug 4, 2008	203	\$1.99	\$403.97	30.00%	\$282.78	0
Aug 5, 2008	218	\$1.99	\$433.82	30.00%	\$303.67	0
Aug 6, 2008	443	\$1.99	\$881.57	30.00%	\$617.10	0
Aug 7, 2008	169	\$1.99	\$336.31	30.00%	\$235.42	0
Aug 8, 2008	81	\$1.99	\$161.19	30.00%	\$112.83	0
Aug 9, 2008	65	\$1.99	\$129.35	30.00%	\$90.55	0
Aug 10, 2008	58	\$1.99	\$115.42	30.00%	\$80.79	0
Aug 11, 2008	33	\$1.99	\$65.67	30.00%	\$45.97	0
Aug 12, 2008	28	\$1.99	\$55.72	30.00%	\$39.00	0
Aug 13, 2008	21	\$1.99	\$41.79	30.00%	\$29.25	0
Aug 14, 2008	72	\$1.99	\$143.28	30.00%	\$100.30	0
Aug 15, 2008	147	\$1.99	\$292.53	30.00%	\$204.77	0
Aug 16, 2008	136	\$1.99	\$270.64	30.00%	\$189.45	0
Aug 17, 2008	104	\$1.99	\$206.96	30.00%	\$144.87	47
Aug 18, 2008	123	\$1.99	\$244.77	30.00%	\$171.34	8,993
Aug 19, 2008	429	\$1.99	\$853.71	30.00%	\$597.60	8,993
Aug 20, 2008	378	\$1.99	\$752.22	30.00%	\$526.55	8,993
Aug 21, 2008	360	\$1.99	\$716.40	30.00%	\$501.48	8,993
Aug 22, 2008	352	\$1.99	\$700.48	30.00%	\$490.34	8,993
Aug 23, 2008	340	\$1.99	\$676.60	30.00%	\$473.62	8,993
Aug 24, 2008	315	\$1.99	\$626.85	30.00%	\$438.80	8,993
Aug 25, 2008	165	\$1.99	\$328.35	30.00%	\$229.85	3,257
Aug 26, 2008	184	\$1.99	\$366.16	30.00%	\$256.31	3,257
Aug 27, 2008	154	\$1.99	\$306.46	30.00%	\$214.52	3,257
Aug 28, 2008	151	\$1.99	\$300.49	30.00%	\$210.34	3,257
Aug 29, 2008	148	\$1.99	\$294.52	30.00%	\$206.16	3,257
Aug 30, 2008	141	\$1.99	\$280.59	30.00%	\$196.41	3,257

Listed with incorrect date - lower standing

Date problem fixed with 1.0.1 update

Featured on TUAW

Lumen 1.0.2 Released

Lumen Lite Released

Listed as Staff Favorite on App Store

Removed from staff favorites

	Date	Day Totals	Price per sale	Gross Subtotal	Operating Percentage	Net Subtotal	Lite Downloads
Lumen 2.0 Released	Aug 31, 2008	295	\$2.99	\$882.05	30.00%	\$617.44	3,257
	Sep 1, 2008	236	\$3.99	\$941.64	30.00%	\$659.15	5,694
	Sep 2, 2008	206	\$3.99	\$821.94	30.00%	\$575.36	5,694
	Sep 3, 2008	188	\$3.99	\$750.12	30.00%	\$525.08	5,694
	Sep 4, 2008	195	\$3.99	\$778.05	30.00%	\$544.64	5,694
Lumen 2.1 Submitted	Sep 5, 2008	207	\$3.99	\$825.93	30.00%	\$578.15	5,694
	Sep 6, 2008	169	\$3.99	\$674.31	30.00%	\$472.02	5,694
	Sep 7, 2008	174	\$3.99	\$694.26	30.00%	\$485.98	5,694
	Sep 8, 2008	165	\$3.99	\$658.35	30.00%	\$460.85	2,964
	Sep 9, 2008	108	\$3.99	\$430.92	30.00%	\$301.64	2,964
Lumen 2.1 Released	Sep 10, 2008	118	\$3.99	\$470.82	30.00%	\$329.57	2,964
	Sep 11, 2008	191	\$3.99	\$762.09	30.00%	\$533.46	2,329
	Sep 12, 2008	172	\$3.99	\$686.28	30.00%	\$480.40	6,383
	Sep 13, 2008	150	\$3.99	\$598.50	30.00%	\$418.95	8,096
	Sep 14, 2008	186	\$3.99	\$742.14	30.00%	\$519.50	6,798
	Sep 15, 2008	168	\$3.99	\$670.32	30.00%	\$469.22	4,539
	Sep 16, 2008	154	\$3.99	\$614.46	30.00%	\$430.12	4,255
	Sep 17, 2008	140	\$3.99	\$558.60	30.00%	\$391.02	3,685
Received August payment for US sales	Sep 18, 2008	113	\$3.99	\$450.87	30.00%	\$315.61	2,595
	Sep 19, 2008	130	\$3.99	\$518.70	30.00%	\$363.09	2,080
	Sep 20, 2008	100	\$3.99	\$399.00	30.00%	\$279.30	1,972
	Sep 21, 2008	94	\$3.99	\$375.06	30.00%	\$262.54	2,116
	Sep 22, 2008	103	\$3.99	\$410.97	30.00%	\$287.68	1,609
Received payment from UK and Europe sales	Sep 23, 2008	75	\$3.99	\$299.25	30.00%	\$209.48	1,323
	Sep 24, 2008	86	\$3.99	\$343.14	30.00%	\$240.20	1,067
	Sep 25, 2008	65	\$3.99	\$259.35	30.00%	\$181.55	954
	Sep 26, 2008	71	\$3.99	\$283.29	30.00%	\$198.30	633
Lumen 2.2 Submitted	Sep 27, 2008	66	\$3.99	\$263.34	30.00%	\$184.34	511
	Sep 28, 2008	74	\$3.99	\$295.26	30.00%	\$206.68	601
	Sep 29, 2008	42	\$3.99	\$167.58	30.00%	\$117.31	365
	Sep 30, 2008	40	\$3.99	\$159.60	30.00%	\$111.72	316
	Oct 1, 2008	34	\$3.99	\$135.66	30.00%	\$94.96	315
Oct 2, 2008	38	\$3.99	\$151.62	30.00%	\$106.13	307	
Oct 3, 2008	38	\$1.99	\$75.62	30.00%	\$52.93	307	

	Date	Day Totals	Price per sale	Gross Subtotal	Operating Percentage	Net Subtotal	Lite Downloads
	Oct 4, 2008	69	\$1.99	\$137.31	30.00%	\$96.12	330
	Oct 5, 2008	82	\$1.99	\$163.18	30.00%	\$114.23	376
Lumen 2.2 Released	Oct 6, 2008	63	\$1.99	\$125.37	30.00%	\$87.76	276
	Oct 7, 2008	91	\$1.99	\$181.09	30.00%	\$126.76	366
	Oct 8, 2008	66	\$1.99	\$131.34	30.00%	\$91.94	318
	Oct 9, 2008	60	\$1.99	\$119.40	30.00%	\$83.58	293
	Oct 10, 2008	53	\$1.99	\$105.47	30.00%	\$73.83	241
	Oct 11, 2008	51	\$1.99	\$101.49	30.00%	\$71.04	285
	Oct 12, 2008	45	\$1.99	\$89.55	30.00%	\$62.69	345
	Oct 13, 2008	47	\$1.99	\$93.53	30.00%	\$65.47	323
	Oct 14, 2008	42	\$1.99	\$83.58	30.00%	\$58.51	246
Lumen 2.2.1 Submitted	Oct 15, 2008	42	\$1.99	\$83.58	30.00%	\$58.51	262
	Oct 16, 2008	26	\$1.99	\$51.74	30.00%	\$36.22	239
	Oct 17, 2008	30	\$1.99	\$59.70	30.00%	\$41.79	234
	Oct 18, 2008	37	\$1.99	\$73.63	30.00%	\$51.54	303
	Oct 19, 2008	43	\$1.99	\$85.57	30.00%	\$59.90	261
Lumen 2.2.1 Released	Oct 20, 2008	30	\$1.99	\$59.70	30.00%	\$41.79	219
	Oct 21, 2008	35	\$1.99	\$69.65	30.00%	\$48.76	232
	<b>Totals</b>	<b>10486</b>		<b>\$29,278.14</b>		<b>\$20,494.70</b>	<b>192,853</b>