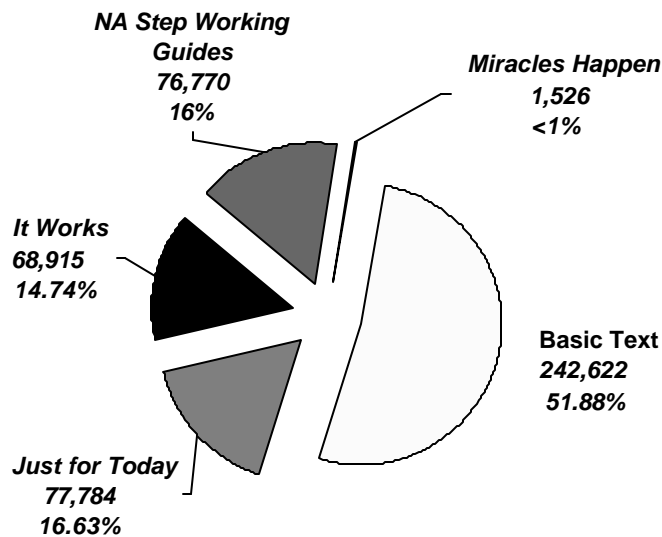


Unit Sales Trends

In past years, we have analyzed unit sales by comparing one calendar year to another. This year we made a change and compiled data based on the fiscal year (1 July 2001 to 30 June 2002). Because of this, we do not have the data readily available to make some of the year-to-year comparisons that we have made in the past, but we can show you some interesting facts about literature sales and make certain comparisons.

467,617 Recovery Books in FY 2002 (July 2001 to June 2002)

Basic Text, *It Works: How and Why*, *Just for Today*, *NA Step Working Guides*, *Miracles Happen*

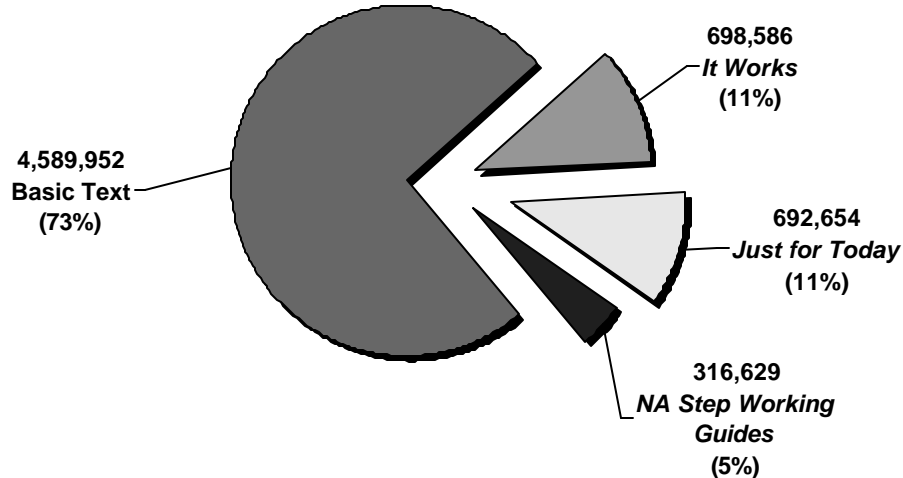


The chart above shows that we sold 467,617 recovery books in FY 2002. The most important thing this chart shows is that the Basic Text remains our best seller, accounting for 51.8 percent of FY 2002 recovery book units sold (242,622 copies). The other three recovery books (not including *Miracles Happen*) accounted for 47.4 percent of unit sales. As the pie chart above shows, *Just for Today: Daily Meditations for Recovering Addicts* was our second-best-selling book (77,784 copies, representing 16.6 percent of unit sales). *The Narcotics Anonymous Step Working Guides* trailed in third place (76,770 copies, representing 16 percent of sales). Immediately behind it was *It Works: How and Why* (68,915 copies, representing 14.7 percent of unit sales). *Miracles Happen: The Birth of Narcotics Anonymous in Words and Pictures* sold 1,526 copies for less than one percent of unit sales.

The contrast with the lifetime sales of these four books (listed above) is shown in the chart on the following page.

Unit Sales Trends

6,297,821 Recovery Books Since 1983



From 1983 through the end of this fiscal year (30 June 2002), we've sold 6,297,821 recovery books. As the chart above illustrates, the Basic Text is an even larger slice of this pie, with 4,589,952 units, or 73 percent of lifetime unit sales.

Looking back

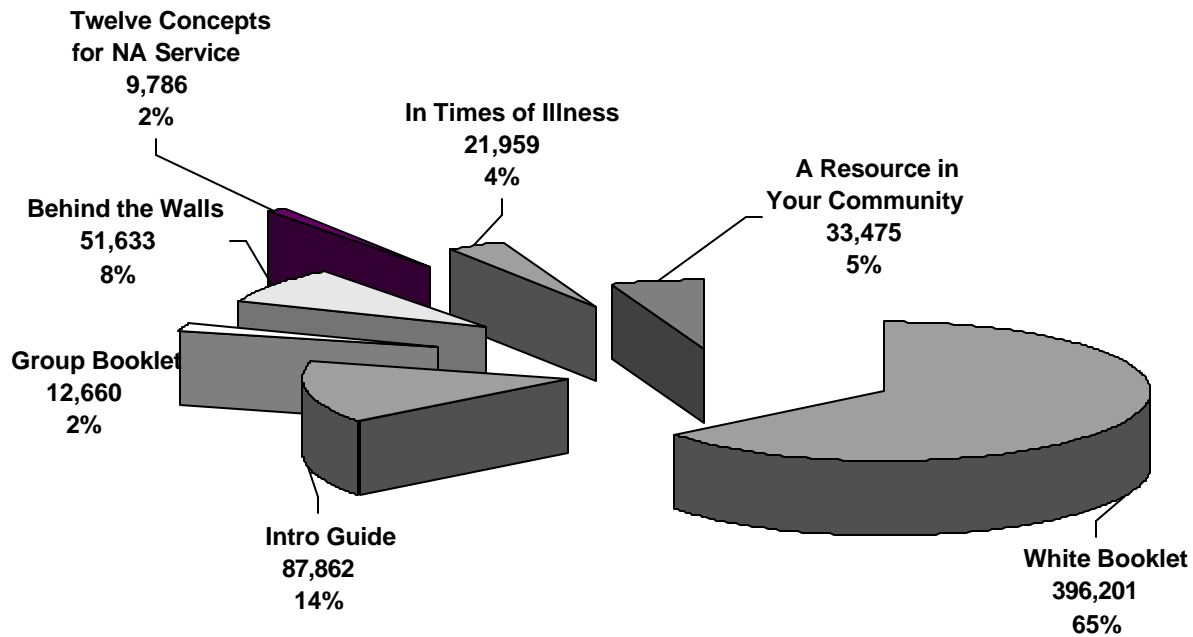
Eleven years ago, in 1991, the Basic Text was the only recovery book in our inventory. We sold 313,284 that calendar year (100 percent of recovery book units sold). That was a phenomenal increase from the 36,741 Basic Texts sold in 1983, when regular distribution of the Basic Text began. *Just for Today* became available for sale in 1992, *It Works* in 1993, and the *NA Step Working Guides* in 1998. So, while Basic Text sales have declined from eleven years ago (averaging around 250,000 copies per year in the past decade), the addition of these three books has been pushing total recovery book sales upward, approaching 500,000 books per year. FY 2002 units actually declined by about 33,000 from calendar year 1999, when we sold 499,784 recovery book units.

Sluggfest, an anthology of Slugg cartoons taken from the **Home Group** cartoon strip in *The NA Way Magazine*, is not included in these figures.

Unit Sales Trends

The chart below shows the breakdown of the 613,576 recovery booklets sold in FY 2002.

613,576 Recovery Booklets FY 2002



The booklets classified as recovery literature are: the Little White Booklet, *An Introductory Guide to Narcotics Anonymous*, *Behind the Walls*, *Working Step Four in NA*, and *In Times of Illness*. The sales trend for booklets is continuing downward. (The peak year for booklet sales was 1991 when 735,914 units were sold.)

The Little White Booklet remains the best-selling booklet, accounting for 65 percent of FY 2002 booklet units. It is still our best-selling booklet for all time, with 8,052,473 copies sold from 1983 through 30 June 2002. (Unit sales figures are not generally available prior to 1983.)



Unit Sales Trends

The following chart shows the breakdown of the 4,360,595 recovery information pamphlets sold in FY 2002.

