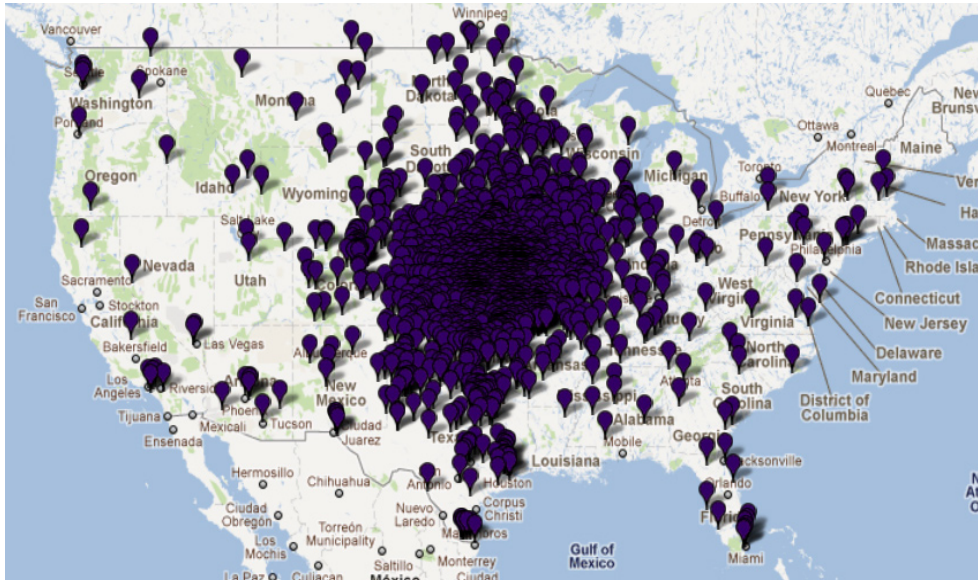


Auction Statistics November 2011

Purple Wave Bidders

During the month of November Purple Wave bidders were located across the country, concentrated in the Midwest and Great Plains. The distribution of actual bidders from November auctions is pictured below.



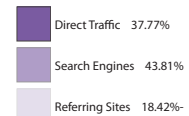
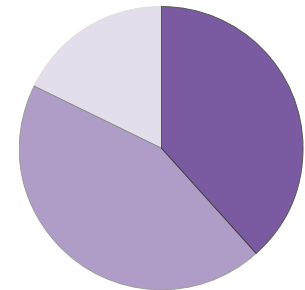
Purple Wave has 75,604 registered bidders.

Auction Participation	November 2011	2011 YTD
Number of auctions	13	123
Items sold	2,077	18,714
Potential bidders	145,783	1,364,676
Bidders	3,893	15,951
Buyers	1,186	6,957
Sellers	239	1,602
Average bidders per item	8	8
Average bids per item	17	16
Average bids per bidder	9	8

Web Site Activity	November 2011	2011 YTD
Unique visitors	145,783	1,364,676
Number of visits to purplewave.com	381,514	4,087,126
Pages viewed	7,391,597	74,559,127
Average pages viewed per visit	19	18
Average duration of visit	11 min.	9 min.
Visits per day	12,717	12,237

Where does our web traffic come from?

Our unique approach at Purple Wave puts your assets in front of more potential buyers than any traditional auction service. In addition to listing your equipment on www.purplewave.com we post it on over 180 industry web sites and advertise every asset so they are found by search engines, all part of our powerful marketing.



During the month of November, individuals from all 50 states as well as 165 countries visited purplewave.com. The most visits came from the following states: Kansas, Missouri, Texas, Nebraska, Oklahoma, Minnesota, Iowa, Illinois, California and Colorado.

Purple Wave Visitors

The typical purplewave.com visitor is male, an owner/operator of a small business or a producer and over 50% have attended college.

www.purplewave.com