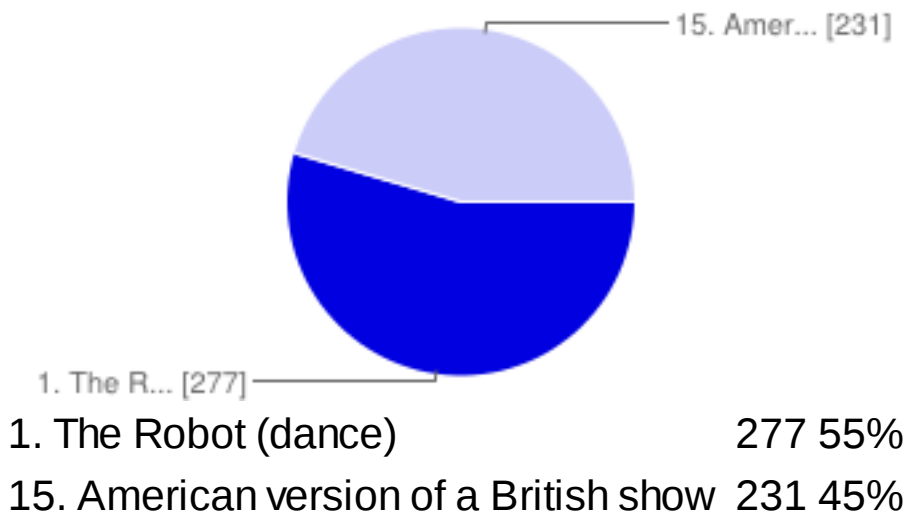
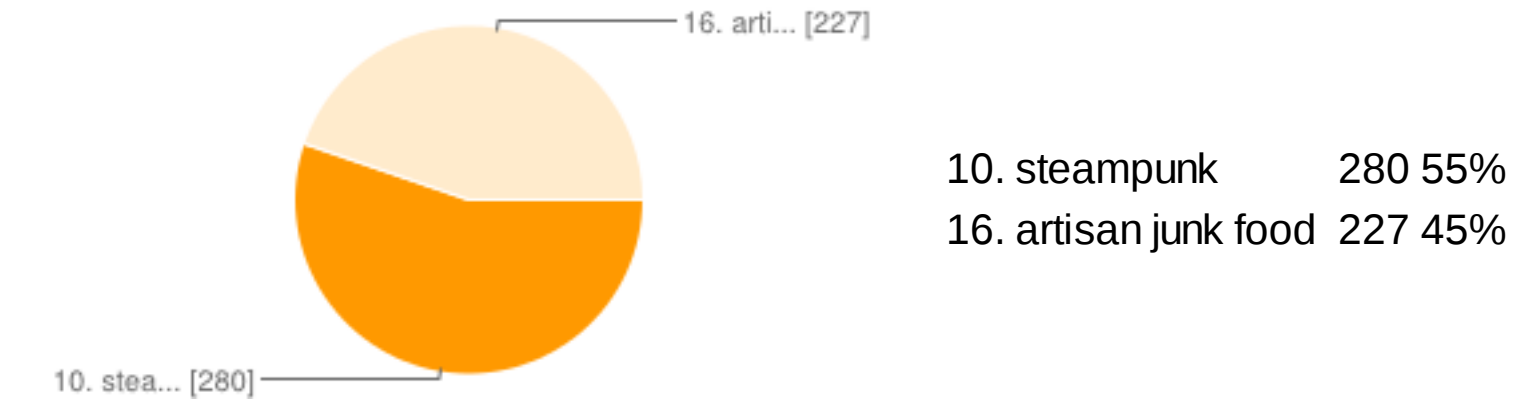


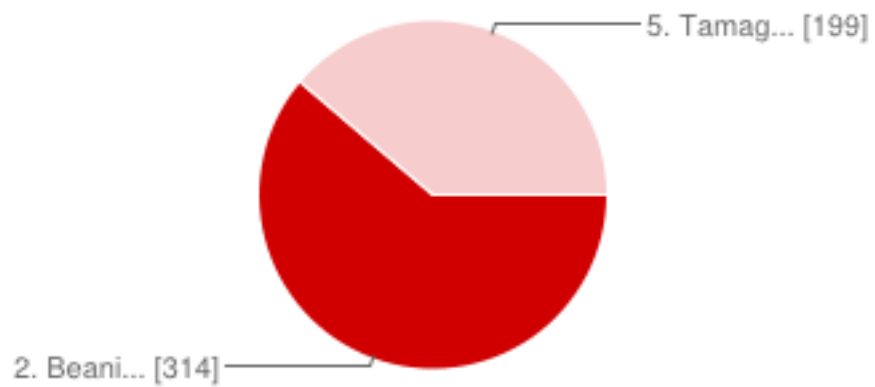
Entertainment, #1 vs. #15



Lifestyle, #10 vs. #16

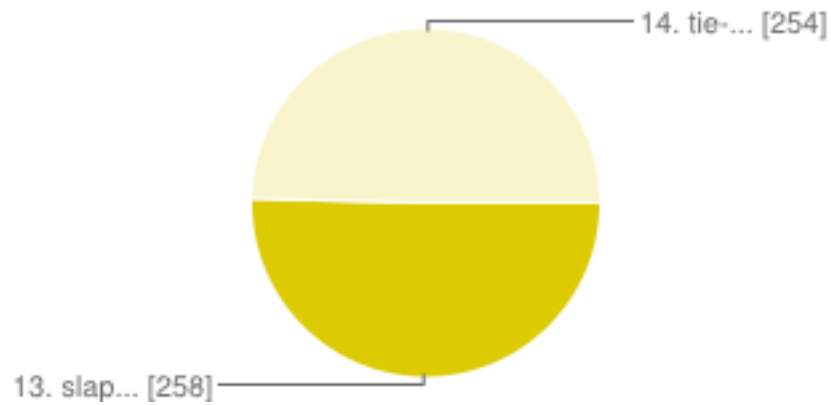


Merchandise, #2 vs. #5



2. Beanie Babies 314 61%
 5. Tamagotchi 199 39%

Fashion, #13 vs. #14



13. slap bracelets 258 50%
 14. tie-dye shirts 254 50%