

Pricing Variance- Copy Cost (March 9, 2011)							Average	Price Difference	Variance
<i>Standard Black and White</i>									
Print Shop	Office Depot	Office Max	OfficeMax*	Alphagraphics	Kinkos				
\$ 0.06	\$ 0.09	\$ 0.09	\$ 0.04	\$ 0.06	\$ 0.10	\$ 0.08	\$ 0.02	28%	
<i>Color Copy</i>									
Print Shop	Office Depot	Office Max	OfficeMax*	Alphagraphics	Kinkos				
\$ 0.39	\$ 0.49	\$ 0.49	\$ 0.35	\$ 0.89	\$ 0.58	\$ 0.58	\$ 0.19	33%	

*applies to the OfficeMax rewards card holders