

Worldwide Corporate Statistics 2010

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Updated March 2011



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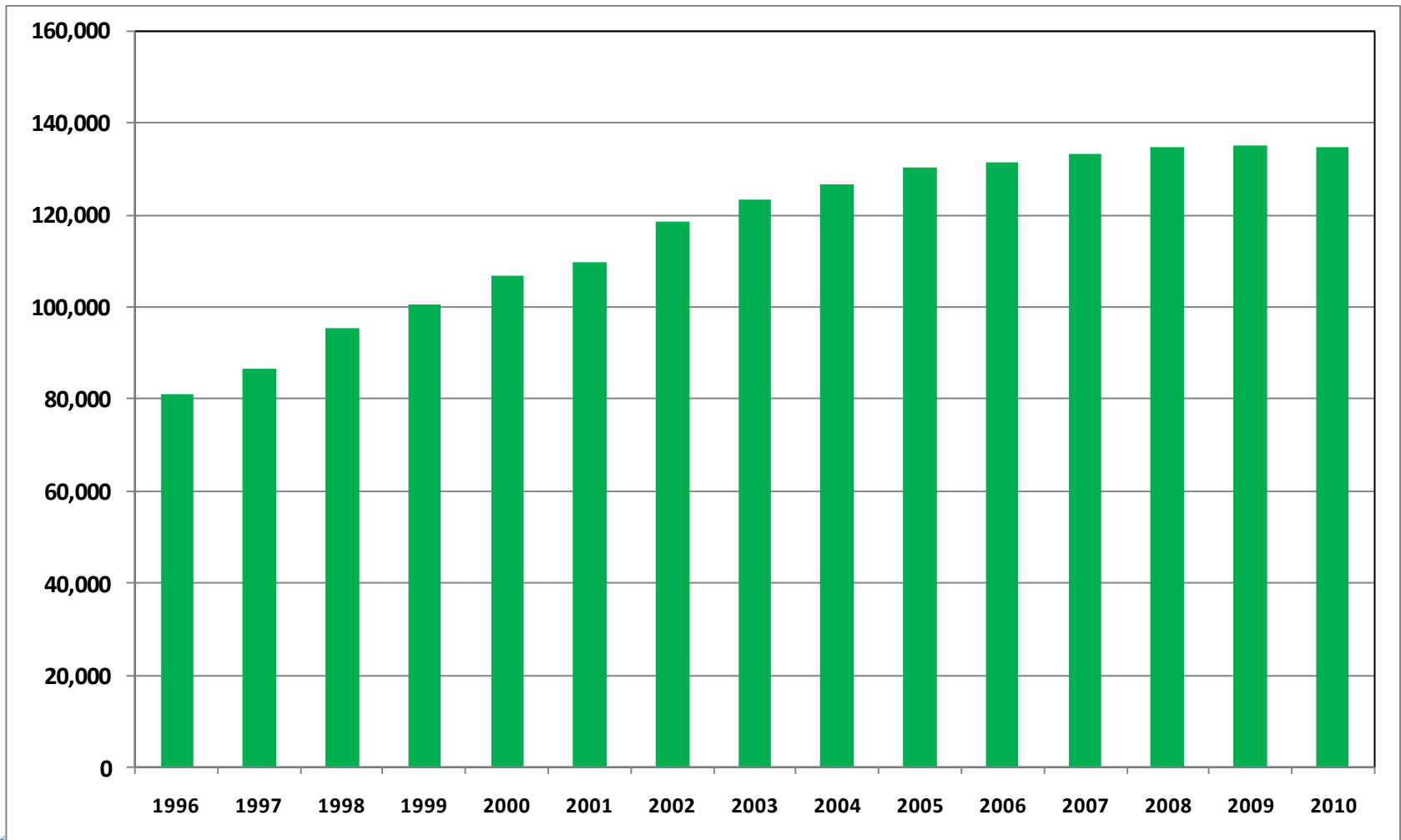
PADI Worldwide Membership History

Year	Individual Members	Growth Percentage
1996	81,321	
1997	86,975	7.0%
1998	95,647	10.0%
1999	100,699	5.3%
2000	106,978	6.2%
2001	109,958	2.8%
2002	118,892	8.1%
2003	123,741	4.1%
2004	127,077	2.7%
2005	130,472	2.7%
2006	131,714	1.0%
2007	133,562	1.4%
2008	134,959	1.0%
2009	135,499	0.4%
2010	135,038	-0.3%
Change from 1996		66.1%

Year	Retail & Resort Membership	Growth Percentage
1996	4,036	
1997	4,061	0.6%
1998	4,316	6.3%
1999	4,642	7.6%
2000	4,642	0.0%
2001	4,706	1.4%
2002	4,987	6.0%
2003	5,156	3.4%
2004	5,352	3.8%
2005	5,364	0.2%
2006	5,513	2.8%
2007	5,718	3.7%
2008	5,861	2.5%
2009	5,935	1.3%
2010	6,005	1.2%
Change from 1996		48.8%



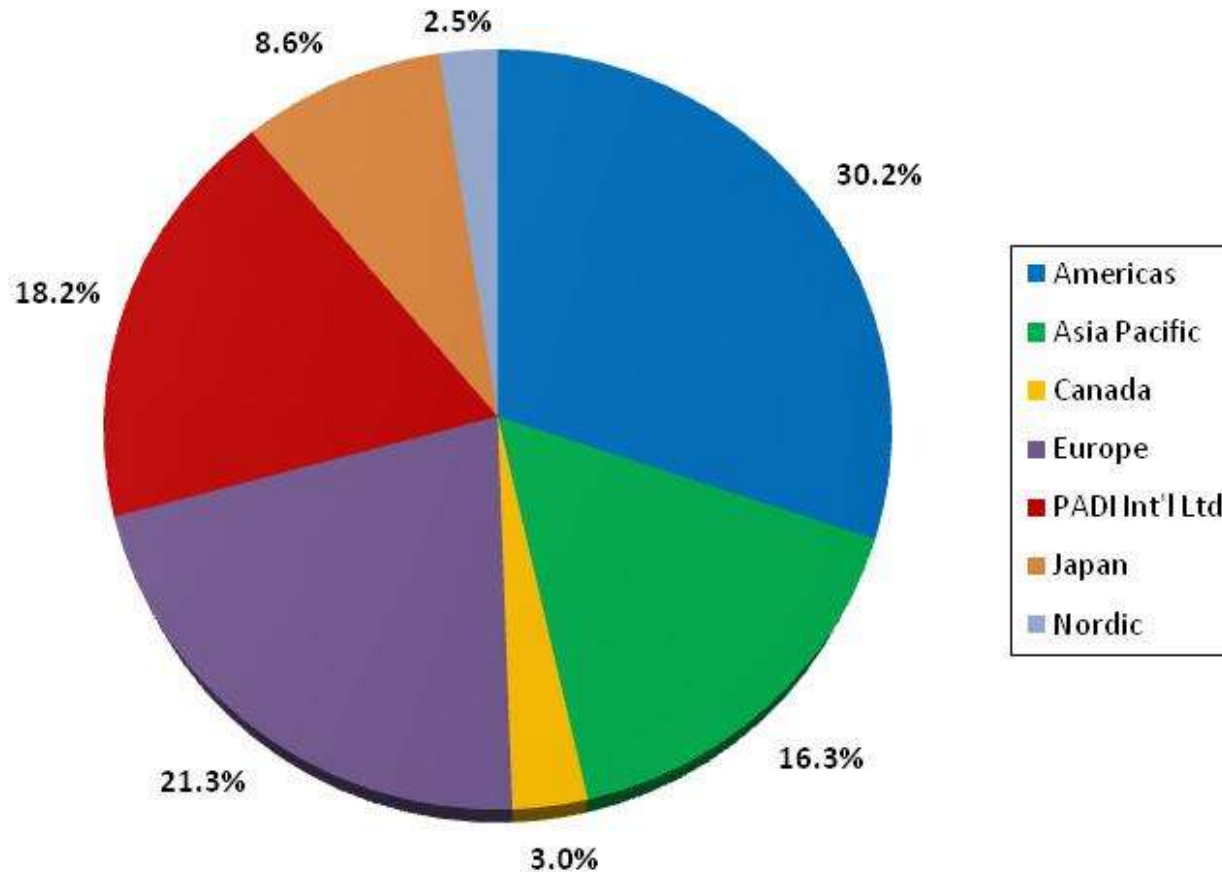
PADI Worldwide Individual Member History



Source: Global Certification & Membership Statistics

PADI Worldwide Individual Members

2010 Worldwide by PADI Office

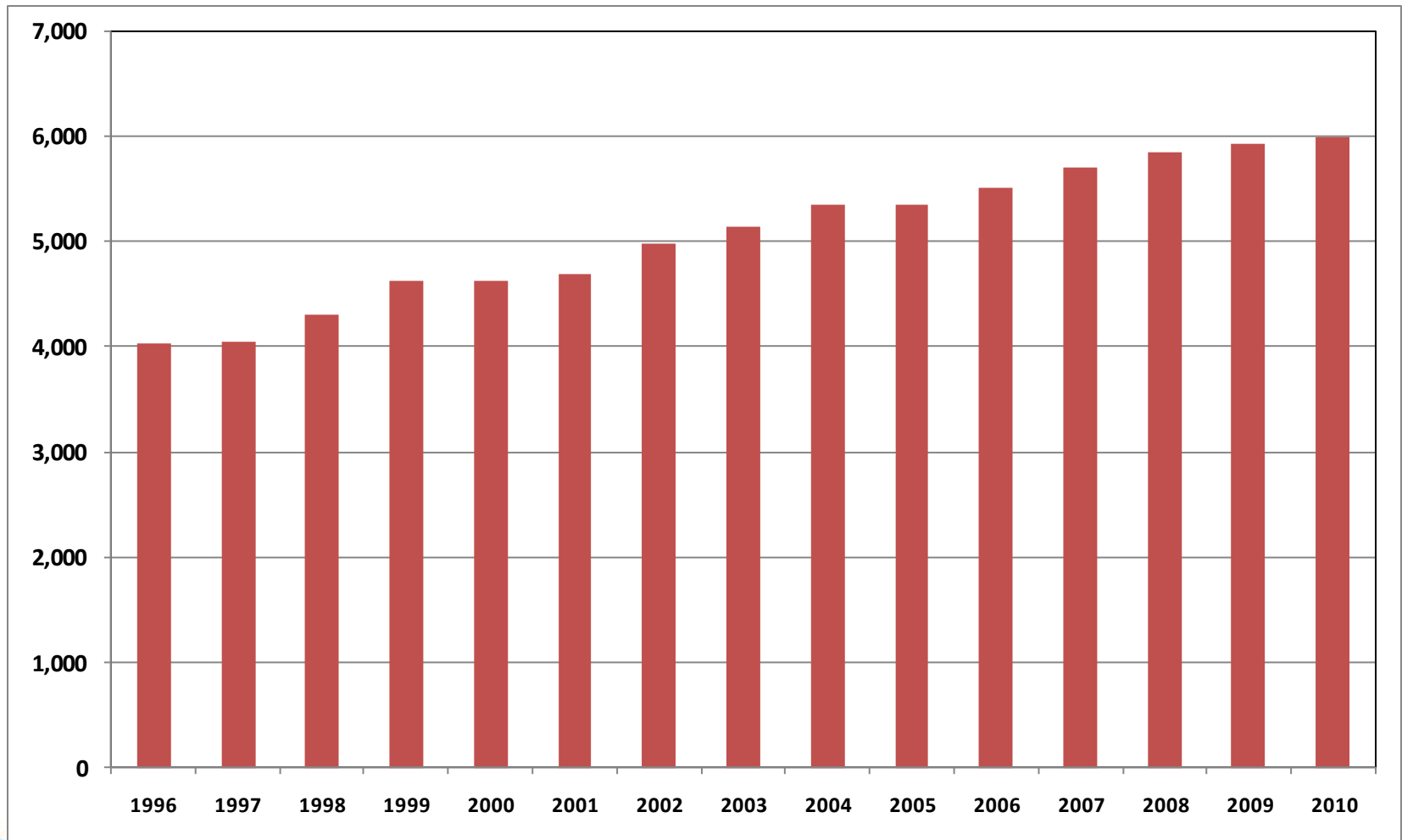


Individual PADI Members include new & renewed: Divemasters, Assistant Instructors, Open Water Scuba Instructors, Master Scuba Diver Trainers, IDC Staff Instructors, Master Instructors and Course Directors. IDC Staff Instructors are included in Master Scuba Diver Trainer figures.

Source: Global Certification & Membership Statistics



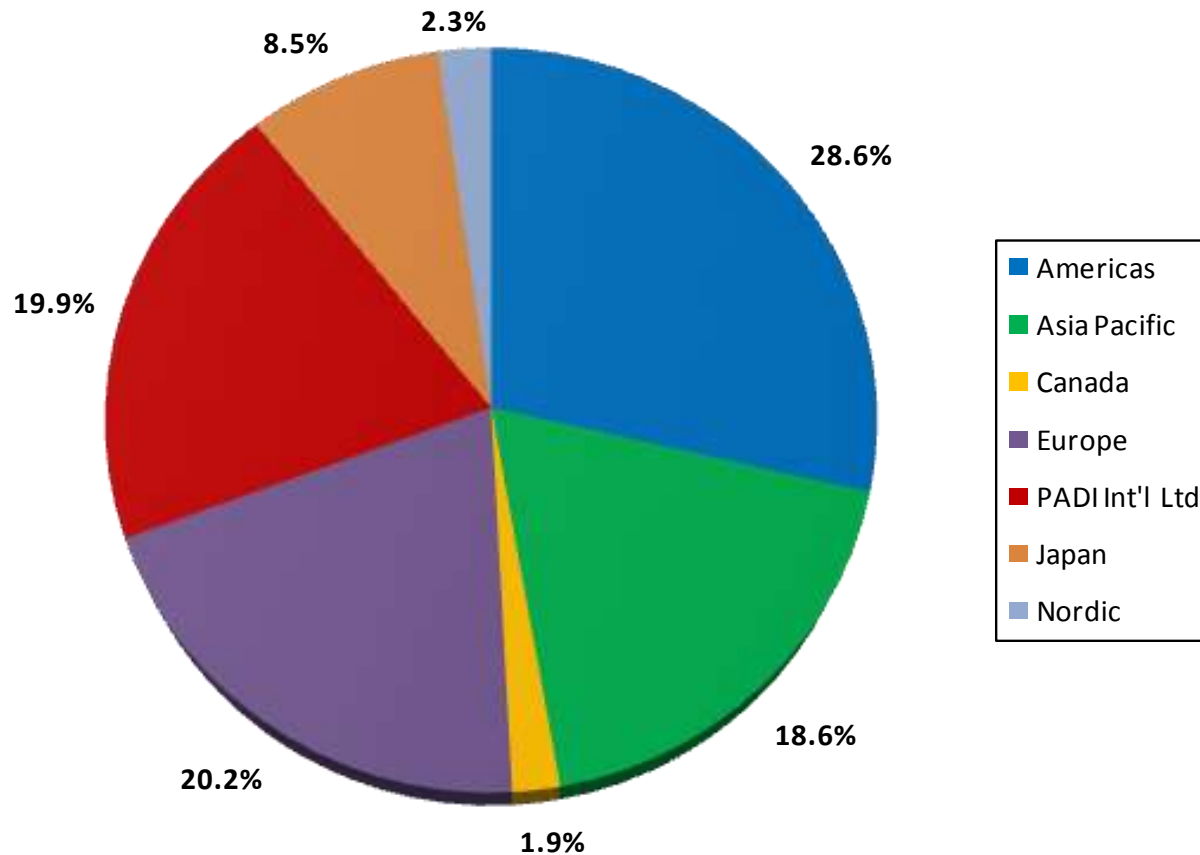
PADI Worldwide Retail & Resort Membership History



Source: Global Certification & Membership Statistics

PADI Worldwide Resort and Retailer Membership

2010 Worldwide by PADI Office



PADI International Resort and Retailer Members include new & renewed: Dive Centers & Resorts, Five Star Dive Centers & Resorts, Five Star Instructor Development Centers, College/University, Recreation Centers, and Boats.

Source: Global Certification & Membership Statistics



PADI Worldwide Certification History

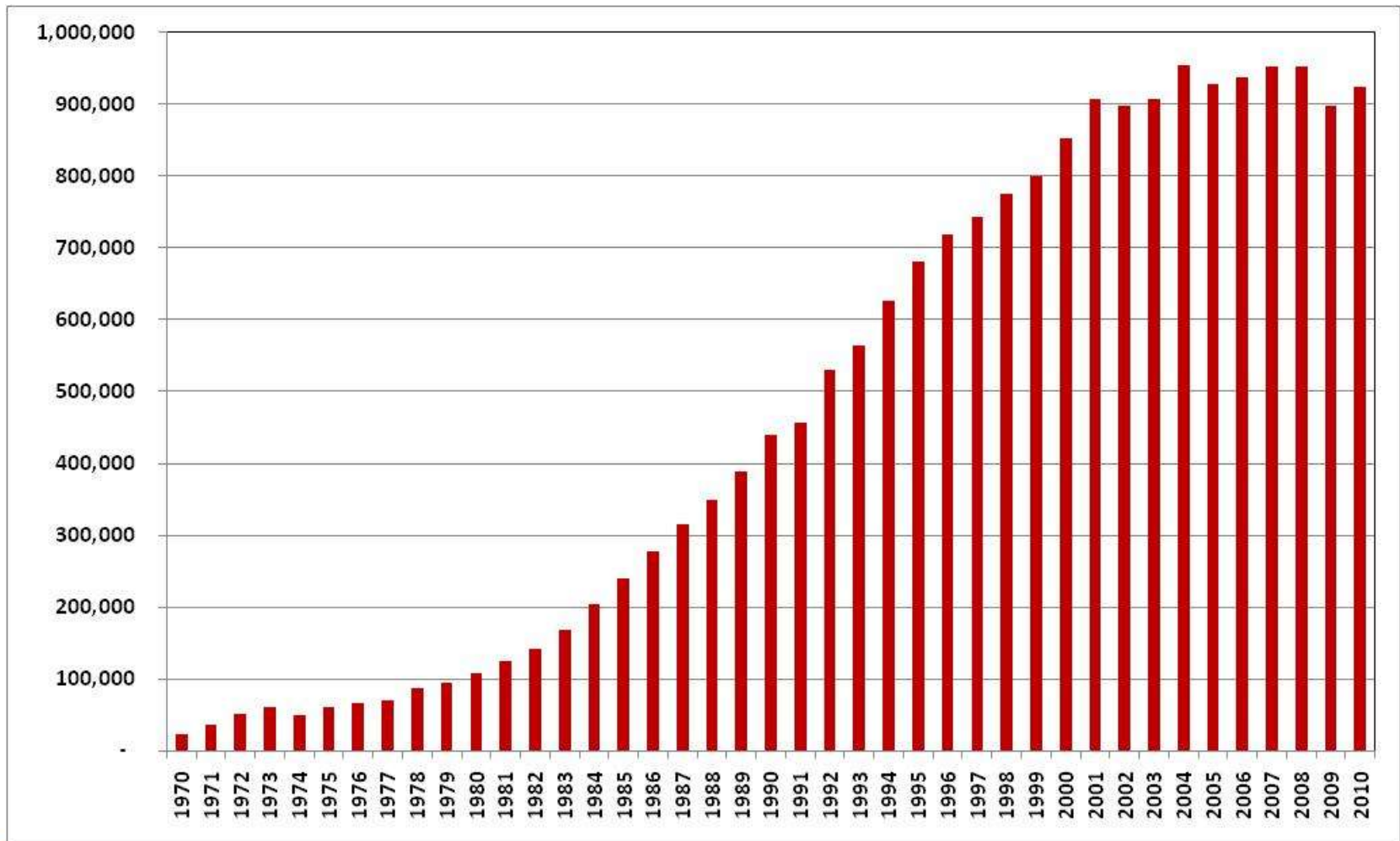
Year	Certifications Per Year	Cumulative Certifications	Growth Percentage
1967-69		23,836	
1970	23,736	47,572	
1971	36,490	84,062	53.7%
1972	51,842	135,904	42.1%
1973	60,120	196,024	16.0%
1974	49,834	245,858	-17.1%
1975	61,244	307,102	22.9%
1976	66,609	373,711	8.8%
1977	69,771	443,482	4.7%
1978	86,187	529,669	23.5%
1979	95,193	624,862	10.4%
1980	107,404	732,266	12.8%
1981	124,365	856,631	15.8%
1982	141,429	998,060	13.7%
1983	168,778	1,166,838	19.3%
1984	203,001	1,369,839	20.3%
1985	240,384	1,610,223	18.4%
1986	277,378	1,887,601	15.4%
1987	315,468	2,203,069	13.7%
1988	350,000	2,553,069	10.9%
1989	387,767	2,940,836	10.8%

Year	Certifications Per Year	Cumulative Certifications	Growth Percentage
1990	440,418	3,381,254	13.6%
1991	456,046	3,837,300	3.5%
1992	529,463	4,366,763	16.1%
1993	564,672	4,931,435	6.6%
1994	625,487	5,556,922	10.8%
1995	680,263	6,237,185	8.8%
1996	717,973	6,955,158	5.5%
1997	743,763	7,698,921	3.6%
1998	775,735	8,474,656	4.3%
1999	799,696	9,274,352	3.1%
2000	852,702	10,127,054	6.6%
2001	907,171	11,034,225	6.4%
2002	896,977	11,931,202	-1.1%
2003	907,722	12,838,924	1.2%
2004	954,049	13,792,973	5.1%
2005	927,529	14,720,502	-2.8%
2006	936,579	15,657,081	1.0%
2007	952,716	16,609,797	1.7%
2008	952,097	17,561,894	-0.1%
2009	897,401	18,459,295	-5.7%
2010	923,571	19,382,866	2.9%

Represents total entry level and continuing education diving certifications for all PADI Offices combined. Divers may have multiple certifications. Does not include introductory scuba diving experiences or non-diving certifications.



PADI Worldwide Certification History



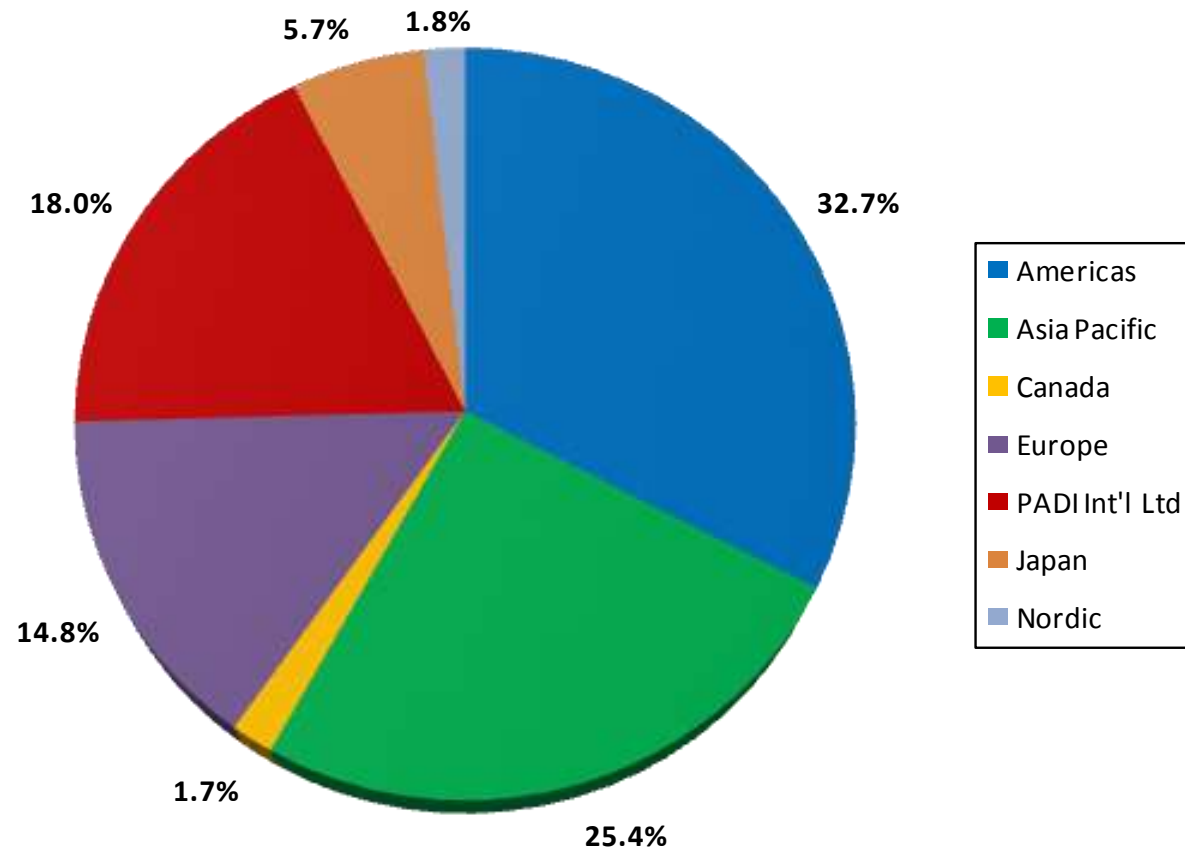
Represents total entry level and continuing education diving certifications for all PADI Offices combined. Divers may have multiple certifications.

Source: Global Certification & Membership Statistics



PADI Worldwide Entry-level Certifications

Worldwide 2010 By PADI Office

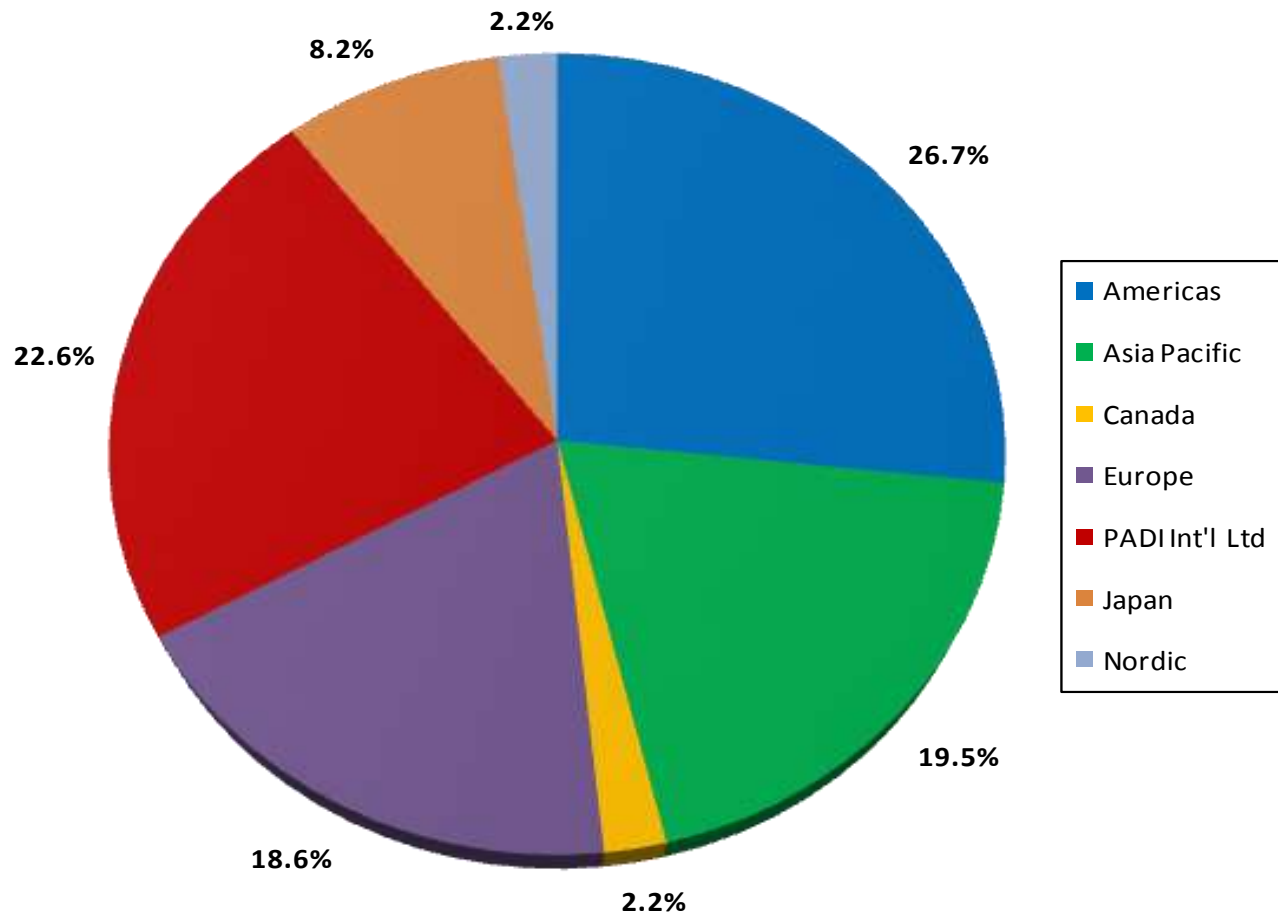


Entry-level certifications include PADI Scuba Diver, Junior Scuba Diver, Open Water Diver, Junior Open Water Diver, National Geographic Diver and Junior National Geographic Diver. Statistics are based on certifications issued in each office. Divers may live anywhere globally.



PADI Worldwide Continuing Education Certifications

Worldwide 2010 By PADI Office



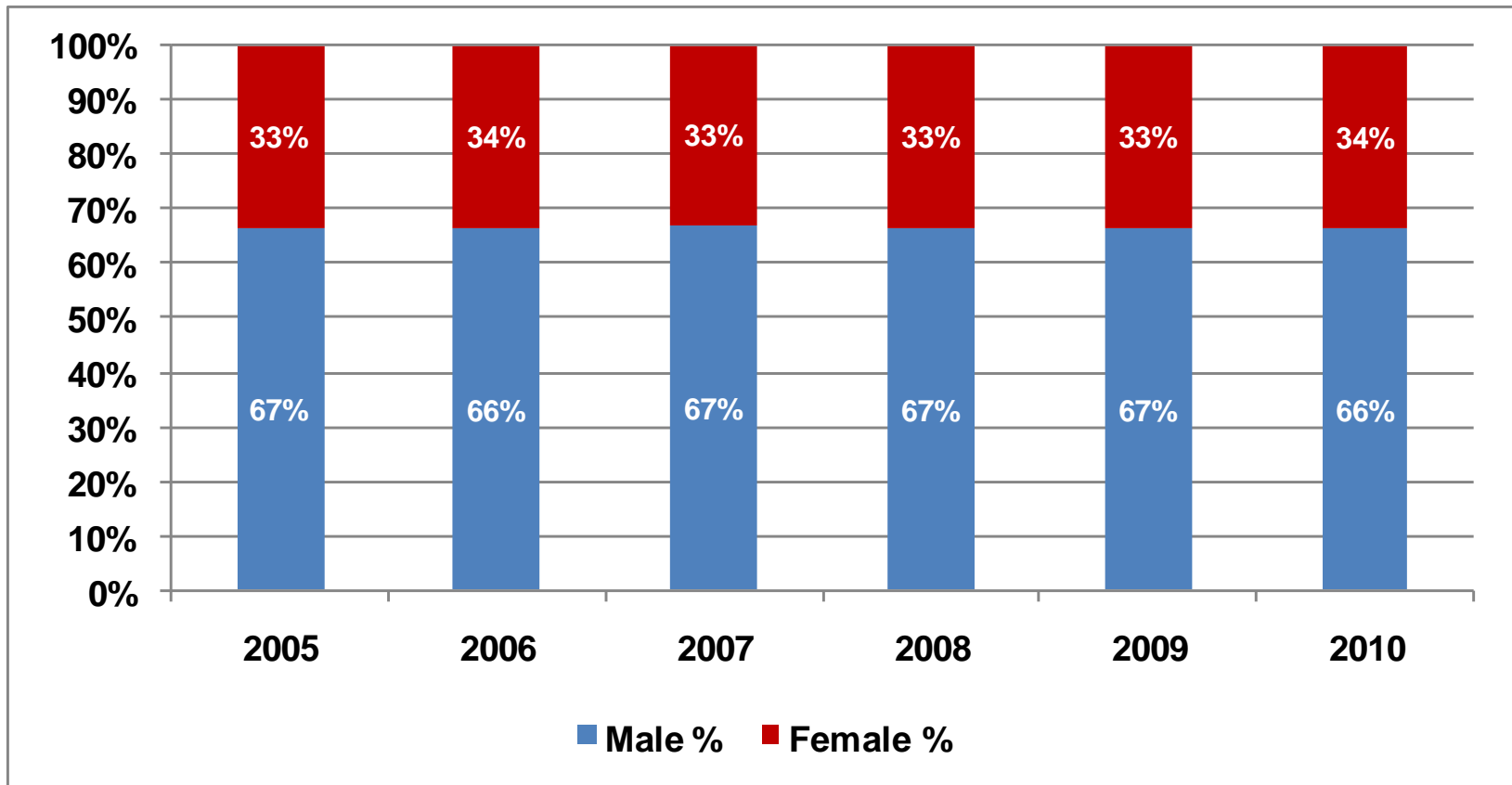
PADI Continuing Education certifications are Adventure, Jr. Adventure, Advanced, Jr. Advanced, Rescue Diver, Jr. Rescue, Specialties, Master Scuba Diver & Jr. Master Scuba Diver. Statistics are based on certifications issued in each office. Divers may live anywhere globally. Diver may have multiple certifications.

Source: Global Certification & Membership Statistics



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Diving Certifications by Gender



Represents total entry level and continuing education diving certifications for all PADI Offices. Divers may have multiple certifications. Does not include introductory scuba diving experiences or non-diving certifications.



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Median Age of Diving Certifications

	2005	2006	2007	2008	2009	2010
Male	30	31	30	30	30	30
Female	27	27	27	27	27	27
All	29	29	29	29	29	29



Represents total entry level and continuing education diving certifications for all PADI Offices. Divers may have multiple certifications. Does not include introductory scuba diving experiences or non-diving certifications.