

'Two minute warning' for Colts fans - Wal-Mart sales currently predicting Chicago Bears win

by Bend Weekly News Source

After Colts' AFC Championship Game Comeback, Company Monitoring Sales Data Closely Up to Kick-Off

Wal-Mart Stores provided an update today to its customers' prediction of this weekend's Super Bowl winner based on NFL licensed tee-shirt sales for the two weeks leading up to kick-off. As announced last week, the company's customers have accurately predicted the Super Bowl victor three out of the last four years through these sales and a winner is narrowly emerging based on the data -- the Chicago Bears.

With only hours before this year's most anticipated sports event, Wal-Mart customers are currently forecasting that the winner of Super Bowl XLI will be the Chicago Bears based on the sales data of NFL licensed tee-shirts through this morning. Of course, with the last-minute comeback of the Indianapolis Colts in the AFC Championship Game, the company is keeping a close eye on sales leading up to kick-off and will provide results on Monday to see if customer buying trends continue to predict the game's outcome. Currently, the "competition" is close but the Bears are leading by approximately 55% to the Colts' 45% in tee shirt sales.

Wal-Mart Supercenter bakeries are noticing an increase in "dueling cake" orders for Super Bowl parties. The "dueling cake" features two football helmets facing each other in the competitors' colors that allow party goers to support both teams.

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