

TULLY & HOLLAND

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Chain Store Sales Update

Retailers | Comparable Sales Tracking

4 Weeks Ended March 2nd, 2013

Chain Store Comparable Growth

Discount	+ 2.5%
Department Stores	na
Specialty Apparel	- 2.1%
Off-Price Apparel	+ 0.6%
All Stores Reporting	+ 0.0%

For the four weeks ended March 2nd 2013, on average the 13 chain stores tracked monthly by Tully & Holland reported flat comparable store sales. This represented the weakest showing since December 2011. Nearly half of the chains monitored reported declines in same store sales in February, some of which attributed softness to winter storms. Perhaps most notable in the month, however, is that Bon-Ton, Kohl's, Macy's, Nordstrom, Wet Seal, Target and Stage Stores discontinued reporting monthly sales. As a result, not a single department store remains that reports monthly sales.

Discounters were the standout performers in February and were the only segment to produce meaningful comparable store sales growth. Discounters produced a median increase in like store sales of 2.5% for the month. Among this group, Costco (up 6.0%) and Old Navy (up 5.0%) were the leaders. Fred's was the laggard of the group reporting a 1.5% decline same store sales.

The Specialty Apparel sector exhibited soft sales in February, posting a median comp store decline in sales of 2.1%. However, as has been common in the diverse specialty apparel sector, there were clear winners and laggards. Among the best performers were Victoria's Secret (up 5.0%) and Gap (up 2.0%). Among the worst were Zumiez (down 8.9%), Banana Republic (down 5.0%), Cato (down 3%), and Buckle (down 1%).

Off-Price retailers posted a median increase in same store sales of 0.6% in February. Notable, same store sales growth for Off-Price was the lowest in nearly two years.

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