

RETAIL RATINGS REPORT

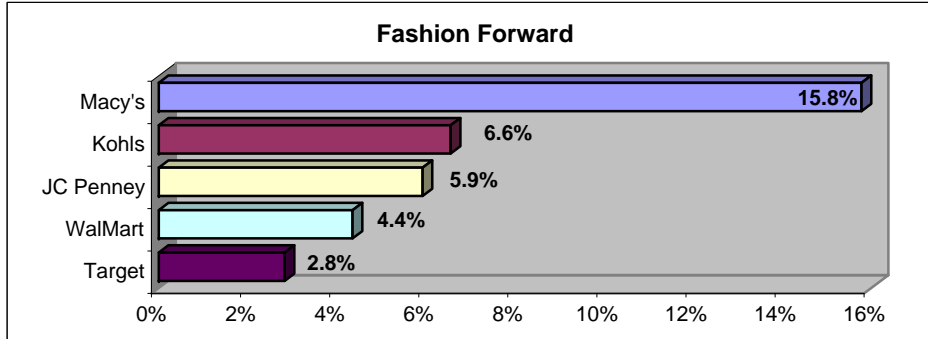
SHARES

CONSUMER PREFERENCE - TOP 5

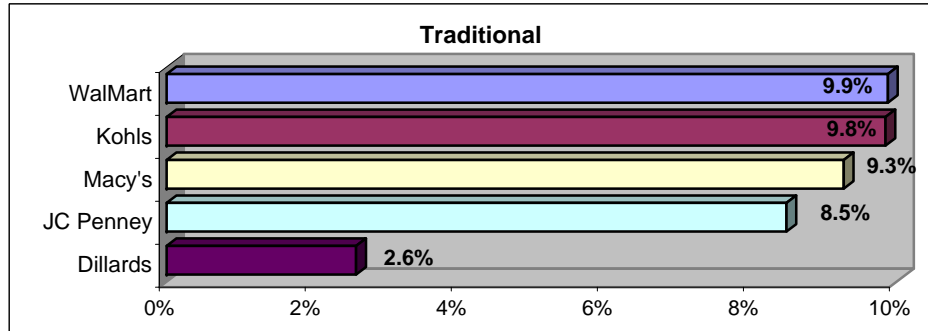
Retail Category: Women's Clothing (Shop at Most Often)
Consumer Segment: Segmented by Attitudes Towards Fashion
Time Period: October 2008

Share: Percentage of consumers in the Segment that Shop Most Often at the Retailer for this Category of Merchandise. Responses are unaided and are an indicator of Retailer Customer Loyalty.

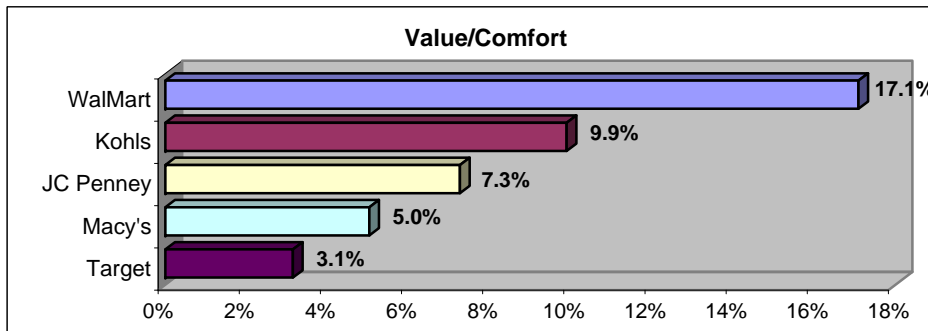
Fashion Forward	
Macy's	15.8%
Kohls	6.6%
JC Penney	5.9%
WalMart	4.4%
Target	2.8%



Traditional	
WalMart	9.9%
Kohls	9.8%
Macy's	9.3%
JC Penney	8.5%
Dillards	2.6%



Value/Comfort	
WalMart	17.1%
Kohls	9.9%
JC Penney	7.3%
Macy's	5.0%
Target	3.1%



Notes: