

RETAIL RATINGS REPORT

YEAR OVER YEAR

CONSUMER PREFERENCE - TOP 10

Retail Category: Shoes (Shop at Most Often)

Consumer Segment: Women

Period: August 2008 v. August 2007

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.

Consumer Equity Index™ (CEI): Year over year index showing growth or decline of Consumer Preference Share. Index of 100 is flat, Index of 105 indicates 5% growth.

Store	Women		Share +/-	CEI
	Share Aug. 2007	Share Aug. 2008		
Kohls	4.1%	5.0%	0.9	123.04
Macy's	2.7%	3.4%	0.8	128.04
DSW	3.4%	4.1%	0.7	121.08
Target	1.9%	2.5%	0.6	131.02
Payless	15.3%	15.7%	0.4	102.52
Shoe Carnival	1.5%	1.7%	0.2	115.48
Famous Footwear	2.3%	2.4%	0.1	106.10
Kmart	2.0%	2.0%	0.1	103.93
WalMart	12.3%	11.6%	-0.7	94.35
JC Penney	3.6%	2.9%	-0.7	80.66

