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ISSUE 1322
JUNE 10, 2013

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE SPORTING GOODS INDUSTRY



RETAIL TOP 100 ISSUE

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8 SGB
PRESENTS THE
100 LEADING
RETAIL POWER
PLAYERS
IN THE
U.S. SPORTING
GOODS
INDUSTRY

PHOTO: JAMES HARTFORD

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2

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THE **SCGB** 2013 RETAIL TOP 100

Here, the **100 leading retail power players in the U.S. sporting goods industry** that matter in 2013.

Much has changed over the year as the big continue to get bigger and the Internet plays a greater role in the everyday purchases across all categories.

The value of the time consumers spend online, on social networks, and blogs continues to grow, most visible through the influence on their purchasing decisions. As consumer behavior changes, sales and marketing strategies must adapt. Businesses must market their products differently, make their brands more personal, and communicate with customers in new ways. Tie it all together into one cohesive, comprehensive experience for the consumer, and a retailer has an omni-channel strategy.



1.

WALMART

With more than 4,000 stores in the U.S. as well as its e-commerce website, Walmart estimates that it reaches approximately 130 million shoppers on a weekly basis. A marketing focus is showcasing its localized and national market basket media campaigns detailing savings that shoppers gain across different categories, especially on groceries. Walmart plans to add between 15 and 17 million square feet of retail space in 2013, representing between 220 and 240 units. A central focus is expanding its smaller-format stores, Neighborhood Market and Express, that will enable it to compete in urban cities and smaller markets.

Total 2012 Sales: \$9.1 billion (U.S., Athletic only)
Total 2011 Sales: \$8.8 billion (U.S., Athletic only)
Comparable Store Sales Change: +2.0%
2012 Sales Online: n/a
2012 Number of Stores: 4,005
2012 Store Openings: 141, Closed 4
2012 Square Footage: 640.7 million
Employees: 1.3 million (U.S. only, including Sam's Club)
Key Executives: Michael Duke, President & CEO;
William Simon, EVP, President & CEO, Walmart U.S.
Contact Information: 702 SW 8th Street,
Bentonville, AK 72716; 800.925.6278; walmart.com



2.

DICK'S SPORTING GOODS

The priorities for Dick's Sporting goods in the current year include building and developing the leading sports and fitness omni-channel business; developing and launching specialty concept chains that are complementary to the core business; building best-in-class, brand omni-channel messaging; developing a real estate strategy to support new concepts and continued growth ensuring product exclusivity; and leveraging technology and business process to improve results.

Total 2012 Sales: \$5.6 billion
Total 2011 Sales: \$5.2 billion
Comparable Store Sales Change: +4.3%
2012 Sales Online: \$250 million
2012 Number of Stores: 518
2012 Store Openings: 38
2012 Square Footage: 28.2 million
Employees: 30,000
Key Executives: Ed Stack, Chairman & CEO; Joe Schmidt, President & COO; Tim Kullman, EVP, Finance & CFO
Contact Information: 345 Court Street,
Coraopolis, PA 15108; 724.273.3400;
dickssportinggoods.com



3.

TARGET

For 2013, the big news has been Target's entry into Canada with 124 stores scheduled to open. In the U.S., its new CityTarget - smaller, urban format - opened in Chicago, Los Angeles, Seattle and San Francisco in 2012 with the format reaching Portland and downtown Los Angeles in 2013. Price match, return policies, and additional savings with its REDcard Rewards program were also introduced to reinforce its value message. In athletics, Target's major athletic brands include C9 by Champion, Converse One Star, Shaun White and Eddie Bauer.

Total 2012 Sales: \$4.2 billion (Athletic only)

Total 2011 Sales: \$4.1 billion (Athletic only)

Comparable Store Sales Change: +2.7%

2012 Sales Online: n/a

2012 Number of Stores: 1,778

2012 Store Openings: 23, Closed 5

2012 Square Footage: 237.8 million

Employees: 361,000

Key Executives: Gregg Steinhafel, President & CEO;

Kathryn Tesija, EVP Merchandising & Supply Chain;

Tina Schiel, EVP Stores

Contact Information: 1000 Nicollet Mall,

Minneapolis, MN, 55403; 612.304.6073; target.com

4.

ACADEMY SPORTS+OUTDOORS

Academy Sports+Outdoors, acquired by Kravis, Roberts & Co. in August 2011, opened a record-breaking number of stores in 2012. The growth included putting stores in two new states - Kansas and North Carolina. In Kansas City, it reached a deal earlier this year to become the official sporting goods retailer of the Kansas City Royals. The company is well on its way to achieving its five-year strategic growth plan and continues to be a dominant player in the industry.

Total 2012 Sales: \$3.5 billion

Total 2011 Sales: \$3.0 billion

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 156

2012 Store Openings: 16, Relocated 3

2012 Square Footage: 65,000 (Average)

Employees: 21,000+

Key Executives: Rodney Faldyn, President & CEO;

Robert Frennea, EVP & Chief Merchant Officer

Contact Information: 1800 N. Mason Road, Katy, TX 77449; 281.646.5200; academy.com

5.

BASS PRO SHOPS

Bass Pro Shops is on an aggressive retail expansion with plans to open 8 to 10 mega-stores a year. A total of 19 projects have been announced. Openings for 2013 include Tallahassee, FL; Utica, NY; Port St. Lucie, FL; Anchorage, AK; Palm Bay, FL; Hooksett, NH; Colorado Springs, CO; and Little Rock, AR. The hunt and fish megastore will have more than 116 million people visit its 58 plus stores across America and Canada this year; the average customer stays two-and-a-half hours and drives an average distance of more than 50 miles. Bass Pro also owns and operates American Rod & Gun wholesale division, Tracker Marine Group, which is the world's largest boat manufacturer, and significant resort properties that host over one million visitors each year.

Total 2012 Sales: \$3.3 billion

Total 2011 Sales: \$3.2 billion

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 58

2012 Store Openings: 0

2012 Square Footage: 7.7 million

Employees: 20,000+

Key Executives: Johnny Morris, Founder & CEO;

Jim Hagale, President

Contact Information: 2500 E. Kearney,

Springfield, MO 65898; 417.873.5000; basspro.com

6.

CABELA'S

Cabela's is one of the few sporting goods retailers that owns its own bank, offers a Spanish-language version of its online store and expects its brick-and-mortar expansion to cannibalize direct sales rather than the reverse. Once known for massive stores that drew tourists by the busload, this hunt, fish and camp retailer has pegged its growth to penetrating smaller markets with smaller stores that gross \$490 in sales-per-square-foot, or about 44 percent higher than their legacy stores. Sales of Cabela's-branded product reached \$800 million in 2012, or more than ten times the level of the next most popular brand sold by its stores. The company derived 49.5 percent of its merchandise sales last year from hunting equipment, 28.7 percent from general outdoors and 21.8 percent from clothing and footwear.

Total 2012 Sales: \$2.78 billion (merchandise sales)

Total 2011 Sales: \$2.51 billion

Comparable Stores Sales Change: +6.9%

2012 Sales Online (E-commerce and Catalog): \$931 million

2012 Number of Stores: 40

2012 Store Openings: 6

2012 Square Footage: 5.1 million

Employees: 15,200

Key Executives: Thomas Millner, President & CEO; Ralph Castner, EVP & CFO; Michel Copeland, Chief Operating Officer; Brian Linneman, EVP & Chief Merchandising Officer; Scott Williams, EVP & Chief Marketing & E-Commerce Officer

Contact Information: One Cabela Drive,
Sidney, NE 69160; 308.254.5505; cabelas.com



7.

THE SPORTS AUTHORITY

The Sports Authority announced plans to eliminate hunt and fish departments and will open 20 new stores in 2013.

Total 2012 Sales: \$2.2 billion

Total 2011 Sales: \$2.2 billion

Comparable Store Sales Change: -5%

2012 Sales Online: \$65 million

2012 Number of Stores: 475

2012 Store Openings: 25

2012 Square Footage: 20 million

Employees: 13,500

Key Executives: Darrell Webb, CEO; Tom Hendrickson, CFO;
Greg Waters, CMO

Contact Information: 1050 W. Hampden Avenue,
Englewood CO, 80110; 303.200.5050;
thesportsauthority.com





8.

NIKE

In its fiscal third quarter ended February 28, Nike's direct-to-consumer revenue grew 19 percent, driven by 12 percent comp store sales growth.

Total 2012 Sales: \$2.11 billion
 Total 2011 Sales: \$1.78 billion
 Comparable Store Sales Change: +15%
 2012 Sales Online: \$425 million
 2012 Number of Stores: 275
 2012 Store Openings: 19
 2012 Square Footage: n/a
 Employees: 10,000
 Key Executives: Mark Parker, President & CEO, Nike, Inc.; Charlie Denson, President Nike Brand; Jeanne Jackson, President, Direct-to-Consumer, Nike, Inc.
 Contact Information: One Bowerman Drive, Beaverton, OR 97005; 503.671.6453; nike.com

9.

REI

REI remains the nation's largest retail cooperative with 5.1 million active members and operates the largest chain of stores specializing in human-powered outdoor recreation products. It has steadily expanded its cycling, disc golf, running, travel, yoga, and other products in a bid to cater to an increasingly time-strapped, urban population looking for close-to-home recreation. This was highlighted in early 2013, when REI named Brooks Sports – the maker of running gear - its 2012 vendor of the year. With former CEO Sally Jewell having left the company to become the nation's 51st Secretary of the Interior, REI is expected to name a new CEO this year.

Total 2012 Sales: \$1.93 billion
 Total 2011 Sales: \$1.80 billion
 Comparable Store Sales Change: n/a
 2012 Sales Online: n/a
 2012 Number of Stores: 127
 2012 Store Openings: 5
 2012 Square Footage: n/a
 Employees: 11,000
 Key Executives: Brian Unmacht, Interim CEO & EVP; Eric Artz, CFO; Tim Spangler, SVP Retail
 Contact Information: 6750 South 228th Street, Kent, WA 98032; 253.395.3780; rei.com

10.

FOOT LOCKER

Foot Locker is a leading global athletic footwear and apparel retailer. Its stores offer the latest in athletically-inspired performance products, manufactured primarily by leading athletic brands. It also operates 65 House of Hoops, a shop-in-shop concept, selling premier basketball inspired products.

Total 2012 Sales: \$1.9 billion
 Total 2011 Sales: \$1.8 billion
 Comparable Store Sales Change: +9%
 2012 Sales Online: \$40 million
 2012 Number of Stores: 1,740
 2012 Store Openings: 60
 2012 Square Footage: 5.7 million
 Employees: 22,000
 Key Executives: Ken Hicks, Chairman & CEO; Richard Johnson, COO; Lauren Peters, CFO
 Contact Information: 112 West 34th Street, New York, NY 10120; 212.720.3700; footlocker.com



11.

L.L. BEAN

L.L. Bean marked its 100th anniversary in 2012 by paying its employees a 7.5 percent bonus to reward them for big productivity gains in a flat sales year. Men's and Women's Apparel and Sporting Goods had their best sales in the company's history with strong improvements in the Hunting and Fishing categories. Boot production continues at an all-time high. The retailer maintained its reign at the top of customer satisfaction surveys and gave away an additional \$2.5 million to non-profits to celebrate its centennial.

Total 2012 Sales: \$1.52 billion

Total 2011 Sales: \$1.52 billion

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 131 (including 29 in the U.S., 4 in Canada, 20 in Japan, and 62 in China)

2012 Store Openings: 8 (including 1 in Danbury, CT; 1 outlet in North Hampton, NH, 1 in Japan, and 5 in China)

2012 Square Footage: 975,000 (U.S.)

Employees: 5,000

Key Executives: Leon Gorman, Chairman; Chris McCormick, President & CEO; Tom Armstrong, SVP & Chief Merchandising Officer; Steve Fuller, SVP & Chief Marketing Officer

Contact Information: 15 Casco Street, Freeport, ME 04033; 207.865.4761; llbean.com

12.

KOHL'S

In February, Kohl's announced aims to "re-energize" its brand in 2013 through increased advertising and investments in inventory management after markdowns used to move merchandise led to a shortfall in fourth-quarter results. A central focus will be on advertising to its most loyal and highest-spending customers - mothers in the age group between 35 to 54 year's old. Kohl's, which caters to price-sensitive, middle-class shoppers, expects same-store sales to be flat up only by 2 percent this year, following a modest 0.3 percent gain last year. Expansion plans call for the opening of 12 stores in 2013, of which 11 will be "small" stores with less than 64,000 square feet of retail space.

Total 2012 Sales: \$1.49 billion (Athletic only)

Total 2011 Sales: \$1.45 billion (Athletic only)

Comparable Store Sales Change: +0.3%

2012 Sales Online: n/a

2012 Number of Stores: 1,146

2012 Store Openings: 20, Relocated 1, Closed 1

2012 Square Footage: 83.1 million

Employees: 135,000 (30,000 full time)

Key Executives: Kevin Mansell, Chairman, President & CEO; Don Brennan, Chief Merchandising Officer; John Worthington, Chief Administrative Officer; Peggy Eskenasi, Senior EVP, Product Development

Contact Information: N56 W17000 Ridgewood Drive, Menomonee Falls, WI 53051; 262.703.7000; kohls.com



13.

LULULEMON ATHLETICA

Lululemon Athletica continued to set the pace for apparel retailers in 2012, when its average sales-per-square-foot grew 2.7 percent to \$2,058. Despite rapidly mounting competition, it has sustained impressive growth by adding urban cycling, running and girl's dance apparel alongside its popular and pricy line of yoga apparel. The company's tactic of sending employees into new markets months ahead of opening stores to identify and equip key influencers at local yoga studios and gyms has enabled it to turn new stores profitable in months. Lululemon Athletica remains focused on becoming the world's number-one athletic brand for women, but a major recall of its yoga pants in early 2013 has many analysts wondering if it has grown too fast.

Total 2012 Sales: \$1.36 billion

Total 2011 Sales: \$1.00 billion

Comparable Stores Sales Change: + 16%

2012 Sales Online: \$190 million

2012 Number of Stores: 211

2012 Store Openings: 34 (27 in the U.S., 4 in Canada, and 3 Ivivva stores selling girls dance wear)

2012 Square Footage: 600,000

Employees: 6,383 (including 3,387 in the U.S.)

Key Executives: Christine Day, CEO; John Currie, CFO; Delaney Schweitzer, EVP Retail Operations North America

Contact Information: 1818 Cornwell Avenue, Vancouver, BC, Canada V6J 1C7; 604.732.6124; lululemon.com





14.

THE FINISH LINE

During 2012, The Finish Line continued to invest as a premium omni-channel retailer with customers embracing e-commerce and mobile sales. In March 2012, it announced that Gart Capital Partners, an equity investment partnership with a proven track record of successfully executing specialty retail rollups, was making a \$10 million strategic investment in The Finish Line's Running Specialty Group. Throughout 2013 it will continue to rollout Finish Line-branded shops in Macy's department stores across the country, including online at macys.com. The Finish Line will also assume the management of the athletic footwear assortment and inventory at Macy's in Spring 2013.

Total 2012 Sales: \$1.36 billion
 Total 2011 Sales: \$1.23 billion
 Comparable Store Sales Change: +9.2%
 2012 Sales Online: \$148 million
 2012 Number of Stores: 637
 2012 Store Openings: Closed 27
 2012 Square Footage: 3.4 million
 Employees: 11,800
 Key Executives: Glenn Lyon, Chairman & CEO; Samuel Sato, President, Finish Line Brand; Steve Schneider, President & COO
 Contact Information: 3308 N. Mitthoeffer Road, Indianapolis, IN 46235; 317.899.1022; finishline.com

T-15.

CHAMPS SPORTS

Champs Sports is one of the largest mall-based specialty athletic footwear and apparel retailers in North America. Its product categories include athletic footwear, apparel, and sport lifestyle-inspired accessories. This assortment allows Champs Sports to differentiate itself from other mall-based stores by presenting complete head-to-toe merchandising stories representing powerful athletic brands, sports teams, and athletes in the U.S.

Total 2012 Sales: \$1.2 billion
 Total 2011 Sales: \$1.0 billion
 Comparable Store Sales Change: +13%
 2012 Sales Online: \$25 million
 2012 Number of Stores: 534
 2012 Store Openings: 5
 2012 Square Footage: 2.9 million
 Employees: 11,000
 Key Executives: Ken Hicks Chairman & CEO; Richard Johnson, COO; Lauren Peters, CFO
 Contact Information: 112 West 34th Street, New York, NY 10120; 212.720.3700; champssports.com

T-15.

GANDER MOUNTAIN

In 2012, new Gander Mountain stores opened in Valdosta, GA; Morrisville, NC; Lafayette, IN; Opelika, AL; Florence, AL; and Winston-Salem, NC. For 2013, stores so far have opened in Tuscaloosa, AL; Gastonia, NC; Monroe, NC; and Rogers, MN. It has opened a handful of Firearm Super Centers since debuting the concept in 2011 with a store in Germantown, WI. Gander Mountain is also the parent company of Overton's, the direct mail catalog for boating enthusiasts.

Total 2012 Sales: \$1.2 billion
 Total 2011 Sales: \$1.1 billion
 Comparable Store Sales Change: n/a
 2012 Sales Online: n/a
 2012 Number of Stores: 119 stores
 2012 Store Openings: 6
 2012 Square Footage: 7.1 million
 Employees: n/a
 Key Executives: David Pratt, CEO; Michael Owens, EVP & COO; Eric Jacobsen, EVP, General Counsel & Secretary; Steven Uline, EVP, Marketing; Kerry D. Graskewicz, EVP, Merchandise Planning & Inventory Operations
 Contact Information: 180 E. 5th Street, Suite 1300, St. Paul, MN 55101; 651.325.4300; gandermountain.com

17.

JOURNEY'S

Journey's comparable store sales increase reflects a 6 percent growth in the average price-per-pair of shoes, offset by a 1 percent decrease in footwear unit comparable sales. Total unit sales increased 2 percent during the same period.

Total 2012 Sales: \$1.11 billion

Total 2011 Sales: \$1.02 billion

Comparable Store Sales Change: +6%

2012 Sales Online: \$25 million

2012 Number of Stores: 1,157

2012 Store Openings: 3

2012 Square Footage: 2.2 million

Employees: 14,000

Key Executives: Robert Dennis, President & CEO, Genesco; James Gulmi, CFO, Genesco

Contact Information: 1415 Murfreesboro Road, Nashville, TN 37217; 615.367.7000; journeys.com



18.

COSTCO

With competitive prices on everyday goods, high-quality items and brand-name products, Costco attracts bigger spenders and bigger revenue-per-warehouse than Sam's Club; its primary competitor is owned by Walmart. About a quarter of Costco items change regularly, creating a "treasure hunt" atmosphere for shoppers. In fiscal 2013, Costco is ramping up its expansion push with 28 openings planned. These include 13 in the U.S., five in Japan, three each in Canada and the U.K., and one each in Australia, Korea, Mexico and Taiwan.

Total 2012 Sales: \$1.10 billion (Athletic only)

Total 2011 Sales: \$955 million (Athletic only)

Comparable Store Sales Change: +7% (U.S.)

2012 Sales Online: n/a

2012 Number of Stores: 608 (439 in the U.S.)

2012 Store Openings: 16 (10 in the U.S.)

2012 Square Footage: 86.9 million (Globally)

Employees: 174,000 (96,000 full-time; 78,000 part-time)

Key Executives: W. Craig Jelinek, President & CEO; Richard Galanti, EVP & CFO; Douglas Schutt, EVP & COO Merchandising; John McKay, EVP & COO Northern Division; Dennis Zook, EVP & COO Southwest & Mexico Divisions; Joseph Portera, EVP & COO Eastern & Canadian Divisions
Contact Information: 999 Lake Drive, Issaquah, WA 98027; 425.313.8100; costco.com



19.

MARMAXX (T.J. MAXX/MARSHALLS)

Same store sales for Marmaxx were up 6 percent in 2012, on top of a 5 percent increase in the prior year. Gains were driven by an increase in customer traffic with both apparel and home fashions posting solid same-store sales' gains. Remodels boosted sales and 75 percent of T.J. Maxx and Marshall's stores embraced the new prototype at the end of 2012. It expects to open approximately 75 new Marmaxx stores in 2013. Last year's sales were driven by men's, shoes, dresses and accessories.

Total 2012 Sales: \$1.0 billion (Athletic only)

Total 2011 Sales: \$920 million (Athletic only)

Comparable Store Sales Change: +6%

2012 Sales Online: n/a

2012 Number of Stores: 1,940 (1036 T.J. Maxx; 904 Marshalls)

2012 Store Openings: 53 (T.J. Maxx; 20 Marshalls)

2012 Square Footage: 46.3 million

Employees: 176,000 (TJX Cos.)

Key Executives: Carol Meyrowitz, CEO; Ernie Herrman, President; Richard Sherr, Senior EVP & Group President, The Marmaxx Group; Scott Goldenberg, EVP & CFO

Contact Information: 770 Cochituate Road, Framingham, MA 01701; 508.390.1000; tjx.com, tjmaxx.com, marshalls.com

20.

MACY'S

The department store giants comparable store sales rose 3.7 percent in 2012 on top of increases of 5.3 percent and 4.6 percent in 2011 and 2010, respectively. Adjusted EBITDA as a percent-of-sales grew to 13.4 percent in 2012 from 2009 when Macy's restructuring efforts began that included the integration of operations, consolidation of divisions and customer-centric localization initiatives. Its fourth quarter came in stronger than anticipated on the back of its successful My Macy's localization initiatives, omni-channel integration, robust online sales, and effective cost management.

Total 2012 Sales: \$970 million (Athletic only)

Total 2011 Sales: \$925 million (Athletic only)

Comparable Store Sales Change: +3.7%

2012 Sales Online: n/a

2012 Number of Stores: 841 (793 Macy's; 36 Bloomingdale's;

12 Bloomingdale's Outlets)

2012 Store Openings: 7, Closed 8

2012 Square Footage: 150.6 million

Employees: 175,700

Key Executives: Terry Lundgren, Chairman, President & CEO; Tim Adams, Chief Private Brands Officer; Peter Sachse, Chief Stores Officer; Jeffrey Gennette, Chief Merchandising Officer; Robert B. Harrison, Chief Omnichannel Officer; Jeffrey Kantor, Chairman, Macys.com; Martine Reardon, Chief Marketing Officer; Michael Gould, Chairman & CEO, Bloomingdale's

Contact Information: 7 W. 7th Street, Cincinnati, OH 45202;

513.579.7000; macysinc.com, bloomingdales.com, macys.com



21.

BIG 5 SPORTING GOODS

Big 5 believes it enjoys significant advantages in making opportunistic buys of vendor over-stock and close-out merchandise because of its strong vendor relationships, purchasing volume, and rapid decision-making process. Vendor over-stock and close-out merchandise typically represents approximately 5 percent of sales. It recently expanded its website to feature a broader representation of its product assortment. The enhanced website provides increased store inventory visibility to customers and enables Big 5 to determine if items are in stock at one or more of its store locations.

Total 2012 Sales: \$941 million

Total 2011 Sales: \$902 million

Comparable Store Sales Change: +2.5%

2012 Sales Online: n/a

2012 Number of Stores: 414

2012 Store Openings: 8

2012 Square Footage: 4 million

Employees: 9,000

Key Executives: Steven G Miller, CEO; Barry Emerson, CFO; Boyd Clark, SVP Buying

Contact Information: 2525 E. El Segundo Blvd., El Segundo, CA 90245; 310.536.0611; big5sportinggoods.com

22.

J.C. PENNEY

In early April, Mike Ullman was reinstated as the CEO of J.C. Penney, succeeding Ron Johnson. The former CEO's grand experiment to reinvent the department store model, in particular the move to eschew discounts in favor of everyday low prices, was disastrous. In the all-important fourth quarter, same-store sales were down 32 percent below its prior year levels. While J.C. Penney earlier in the year brought back promotions, it is still too soon to tell whether Ullman will continue with many of Johnson's other changes including the opening of boutique-style, branded specialty shops. Its major sports' brands include Nike, Adidas and private labels Xersion, SJB Active and Simply For Sports.

Total 2012 Sales: \$940 million (Athletic only)

Total 2011 Sales: \$1.25 billion (Athletic only)

Comparable Store Sales Change: -25.2%

2012 Sales Online: n/a

2012 Number of Stores: 1,104

2012 Store Openings: 9, Closed 7

2012 Square Footage: 111.6 million

Employees: 116,000

Key Executives: Mike Ullman, CEO; Mike Kramer, COO; Liz Sweney, Chief Merchant; Ken Mangone, EVP Product Development, Design & Sourcing

Contact Information: 6501 Legacy Drive,

Plano, TX 75024; 972.431.1000; jcpenny.com



23.

HIBBETT SPORTS

Hibbett continues to grow across the country while maintaining its focus on moving into smaller markets. It is expanding on its current vendor relationships and taking its brands to markets Hibbett does not normally reach. Its corporate headquarters will move in 2013 to a larger facility and it is also in the process of building a new distribution center.

Total 2012 Sales: \$818 million

Total 2011 Sales: \$733 million

Comparable Store Sales Change: +7%

2012 Sales Online: n/a

2012 Number of Stores: 873

2012 Store Openings: 41

2012 Square Footage: 5 million

Employees: 7,478

Key Executives: Michael Newsome, Executive Chairman; Jeff Rosenthal, President & CEO; Scott Bowman, CFO

Contact Information: 451 Industrial Lane,

Birmingham, AL 35211; 205.942.4292; hibbett.com



24.

PACIFIC SUNWEAR

In 2012, Pacific Sunwear achieved positive sales comps with better margins in every quarter for the first time since 2007 with the bottom-line benefitting from ongoing cost-containment efforts. Management also believes its beginning to re-establish PacSun's identity tied to brands such as Hurley, RVCA, Volcom and on-trend merchandising. It also believes its positioning is being helped by moves to form closer links to the California lifestyle, marked by the launch last year of its "Golden Stage of Mind" campaign and its new collection with reality TV stars Kendall and Kylie Jenner. It expects to close approximately 20 to 30 additional underperforming stores by way of kick-out rights and natural lease expirations, and has closed 333 stores since the start of 2007.

Total 2012 Sales: \$803 million

Total 2011 Sales: \$777 million

Comparable Store Sales Change: +1.9%

2012 Sales Online: \$56 million

2012 Number of Stores: 644

2012 Store Openings: Closed 92

2012 Square Footage: 2.5 million

Employees: 8,200

Key Executives: Gary Schoenfield, CEO; Michael Kaplan, SVP & CFO; Alfred Chang, SVP Men's Merchandising; Christine Lee, SVP Women's Merchandising; Paula Lentini, SVP Retail

Contact Information: 3450 E. Miraloma Avenue, Anaheim, CA 92806; 714.414.4000; pacificsunwear.com

25.

LIDS

LIDS comparable sales decrease reflected a one percent decrease in average price-per-hat and a one percent decrease in comparable store hat units sold. The comparable sales decrease reflects the current popularity of adjustable "snap-back" hat styles, which have displaced some demand for fitted merchandise. Management believes that the relative ease of merchandising non-fitted hats has enabled a variety of non-headwear retailers to carry the adjustable styles, increasing competition in the category.

Total 2012 Sales: \$791 million

Total 2011 Sales: \$759 million

Comparable Store Sales Change: -4%

2012 Sales Online: \$25 million

2012 Number of Stores: 1,053

2012 Store Openings: 51

2012 Square Footage: 1.2 million

Employees: 8,000

Key Executives: Ken Koche, LIDS Sports Group President; Robert Dennis, President & CEO, Genesco; James Gulmi, CFO, Genesco

Contact Information: 1415 Murfreesboro Road, Nashville, TN 37217; 615.367.7000; lids.com



26. FANATICS®

FANATICS

Fanatics, along with Rue La La and ShopRunner, was spunoff from GSI Commerce in 2011 following GSI's sale to eBay. The three businesses, of which Fanatics was the largest, formed Kynetic, the new e-commerce venture from GSI founder Michael Rubin. In June 2012, Fanatics completed the acquisition of Dreams, Inc., the parent of the FansEdge website. At the same time, Fanatics raised \$150 million from venture firms Andreessen Horowitz and Insight Venture Partners in an investment that reportedly valued the online fan gear retailer at \$1.5 billion. In addition to its own Fanatics and FansEdge websites, the company operates licensed sports merchandise e-commerce sites for major professional sports leagues, leading professional and collegiate teams, media sites and sports apparel manufacturers.

Total 2012 Sales: \$760 million

Total 2011 Sales: \$665 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: n/a

2012 Store Openings: n/a

2012 Square Footage: n/a

Employees: n/a

Key Executives: Michael Rubin, Executive Chairman; Alan Trager, CEO; Jamie Davis, President; Jack Boyle, President, Merchandising

Contact Information: 5245 Commonwealth Avenue, Jacksonville, FL 32254; 877.833.7397; fanatics.com, fansedge.com



T-27.

SAM'S CLUB

Sam's club, celebrating its 30th anniversary in 2013, has been shifting its focus back toward small business members. Some say it's higher-income individual members have been courted away by its parent Walmart stores often located in the same parking lot. It plans to open 8-to-12 new clubs in 2013.

Total 2012 Sales: \$750 million (Athletic only)

Total 2011 Sales: \$720 million (Athletic only)

Comparable Store Sales Change: +3.6%

2012 Sales Online: n/a

2012 Number of Stores: 620

2012 Store Openings: 9

2012 Square Footage: 83 million

Employees: 100,000+ (U.S. only)

Key Executives: Rosalind Brewer, EVP, President & CEO

Contact Information: 2101 S.E. Simple Savings Drive, Bentonville, AR 72716; 479.277.7000; samsclub.com



T-27.

GOLFSMITH

In July 2012, Golfsmith merged with GolfTown, the largest retailer in Canada with 54 stores. Sue Gove assumed the role of CEO for the combined company; Ron Hornbaker, who had been interim CEO of GolfTown, took over as EVP, Stores. Golfsmith will add 10 additional stores this year while GolfTown will open two stores in 2013.

Total 2012 Sales: \$750 million (U.S.)

Total 2011 Sales: \$351.9 million (U.S.)

Comparable Store Sales Change: +4.7%

2012 Sales Online: n/a

2012 Number of Stores: 150

2012 Store Openings: 10; Relocated 4; Acquired

54 GolfTown stores

2012 Square Footage: 9,000 to 60,000-square-feet;
(Average 21,000 square feet)

Employees: n/a

Key Executives: Sue Gove, President & CEO;

Ron Hornbaker, EVP Stores; Eli Getson, EVP & GMM;

Lisa Zoellner, Chief Marketing Officer; Ashlee Aldrige,
Chief Information Officer

Contact Information: 11000 North IH-35, Austin, TX 78753;
512.837.8810; golfsmith.com

29.

SEARS

Sears has made progress on bolstering its bottom line by aggressively cutting costs, reducing inventory, selling off assets and spinning off others, but it continues to struggle to revive sales. In February Louis D'Ambrosio, the company's chief executive of two years, left due to family health matters and was replaced by Eddie Lampert, the hedge fund manager who engineered the merger of Sears and Kmart in 2005.

Total 2012 Sales: \$740 million (Athletic only, U.S.)

Total 2011 Sales: \$760 million (Athletic only, U.S.)

Comparable Store Sales Change: -1.4%

2012 Sales Online: n/a

2012 Number of Stores: 852 (788 Full-Line, 10 Sears Essentials, 54 Specialty - primarily consisting of 36 free-standing Sears Auto Centers and 14 Lands' End stores)

2012 Store Openings: Closed 79 Full-Line stores; Spunoff approximately 1,200 Hometown, Outlet and Hardware stores into a separate, publicly-traded company.

2012 Square Footage: 134,000 (Average Full-Line store)

Employees: 246,000 (Sears Holdings, U.S.)

Key Executives: Eddie Lampert, Chairman & CEO; Ronald D. Boire, EVP,
Chief Merchandising Officer & President, Sears Full Line Stores and Kmart For-
mats; Imran Jooma, EVP & President, Online, Marketing,

Pricing & Financial Services

Contact Information: 3333 Beverly Road, Hoffman Estates, IL 60179;

847.286.2500; searsholdings.com



30.

MODELL'S SPORTING GOODS

Modell's is going through an extensive remodeling as the Northeast chain prepares for its 125th anniversary in 2014. Its expansion over the last 18 months has focused on its smaller format stores from 7,500 to 10,000-square-foot to enable the chain to open up locations in areas where space is at a premium. In 2013, Modell's will expand its 86th Street Manhattan Flagship store by adding 5,000 square feet on the main floor, in addition to its Bay Ridge store location, which was expanded on the main floor by 2,800 square feet.

Total 2012 Sales: \$698 million

Total 2011 Sales: \$680 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 153

2012 Store Openings: 7, Closed 1

2012 Square Footage: 10,000 to 30,000 (Average)

Employees: 3,900

Key Executives: Mitchell Modell, President & CEO; Charles Castaneda, Chief Merchandising Officer; Daniel Sheehan, Chief Operating Officer; Eric Spiel, Executive VP & Chief Financial Officer; Doug Epstein, VP Real Estate & General Counsel; Lynn LaRocca, Senior VP Marketing & Advertising; Mark Oliver, Senior VP Human Resources

Contact Information: 498 7th Avenue, 20th Floor, New York, NY 10018; 212.822.1000; modells.com

31.

NORDSTROM

Nordstrom's 7.3 percent comp gain in 2012 comes on top of a 7.2 percent increase in 2011 and an 8.1 percent climb in 2010. Sales productivity continued to improve, reaching a high of \$470 in sales per-square-foot in 2012 from increases in both its stores and online. By concept, comparable store sales in 2012 increased 37 percent in the Direct channel, 7.4 percent at Nordstrom Rack, and 3.9 percent at Full-Line stores. For 2013, it plans to open 16 Nordstrom Rack locations.

Total 2012 Sales: \$680 million (Athletic only)

Total 2011 Sales: \$610 million (Athletic only)

Comparable Store Sales Change: +7.3%

2012 Sales Online: n/a

2012 Number of Stores: 240 (117 Nordstrom Full-Line; 119 Nordstrom Rack;

2 Jeffrey; 1 Treasure&Bond, and 1 Last Chance)

2012 Store Openings: 16 (1 Nordstrom Full-Line, 15 Nordstrom Rack)

2012 Square Footage: n/a

Employees: 61,000

Key Executives: Blake Nordstrom, President; Michael Koppel, EVP & CFO; Peter Nordstrom, EVP & President, Merchandising; Erik Nordstrom, EVP & President, Stores; Teri Bariquit, EVP, Nordstrom Merchandising Group; Scott Meden, EVP & GMM, Shoe Division; David Witman, EVP & GMM, Men's Apparel; Tricia Smith, EVP & GMM, Women's Apparel

Contact Information: 1617 Sixth Avenue, Seattle, WA 98101; 206.628.2111; nordstrom.com

32.

WEST MARINE

In May, the largest specialty retailer of boating supplies and accessories, West Marine, announced that Matt Hyde would succeed Geoff Eisenberg as president and CEO. Hyde was EVP at REI, responsible for the company's stores, direct-to-consumer/e-commerce, marketing and real estate. Eisenberg had previously announced his intention to step down once a successor was found.

Total 2012 Sales: \$675.3 million

Total 2011 Sales: \$643.4 million

Comparable Store Sales Change: +3.3%

2012 Sales Online: n/a

2012 Number of Stores: 300

2012 Store Openings: 10

2012 Square Footage: 2.67 million

Employees: 3,955 (1,830 full-time, 2,125 part-time or temporary)

Key Executives: Matt Hyde, President & CEO; Tom Moran, CFO; Bruce Edwards, EVP Stores, Port Supply & Direct-to-Consumer; Ron Japinga, EVP Merchandising, Replenishment & Logistics

Contact Information: 500 Westridge Drive, Watsonville, CA 95076; 831.728.2700; westmarine.com

33.

ZUMIEZ

The action sports retailer plans to open approximately 60 stores in 2013. In July 2012, Zumiez agreed to acquire Blue Tomato, the operator of one of Europe's largest action sports e-commerce groups. It now has eight stores in Europe. Zumiez focuses on action sports lifestyle centered on activities including skateboarding, surfing, snowboarding, BMX and motocross.

Total 2012 Sales: \$669.3 million

Total 2011 Sales: \$555.8 million

2012 Comparable Store Sales Change: +5.0%

2012 Sales Online: \$78 million

2012 Number of Stores: 500

2012 Store Openings: 53, Acquired 8, Closed 5

2012 Square Footage: 1.48 million

Employees: 5,300 (1,700 full-time, 3,600 part-time)

Key Executives: Richard Brooks, CEO; Thomas Campion, Chairman; Lynn Kilbourne, President & General Merchandising Officer, Ford Wright, EVP Stores

Contact Information: 6300 Merrill Creek Pkwy, Suite B, Everett, WA 98203; 425.551.1500; zumiez.com



34.

FAMOUS FOOTWEAR

Famous Footwear achieved record sales, operating earnings, and increased sales-per-square-foot by 7 percent in 2012. It delivered increases in customer count, conversion rate, and average unit retail. With color a theme across categories, solid growth was achieved in athletics - with sandals, boat shoes, and accessories also key drivers. It implemented a well-received "Victory Is Yours" marketing campaign for Back-to-School and drove solid increases in "Our Rewards" database throughout the year.

Total 2012 Sales: \$662 million

Total 2011 Sales: \$649 million

Comparable Store Sales Change: +4.5%

2012 Sales Online: n/a

2012 Number of Stores: 1,055

2012 Store Openings: Closed 34

2012 Square Footage: 7.6 million

Employees: 8,340

Key Executives: Rick Ausick, President; Marty Fink, SVP Stores & Merchandise Planning; David Krueger, SVP Real Estate

Contact Information: 8300 Maryland Avenue; St. Louis, MO 63105; 314.854.4000; famousfootwear.com

35.

PAYLESS SHOESOURCE

In October 2012, Blum Capital and Golden Gate acquired the Payless chain, along with Collective Licensing International, a brand development and licensing company. W. Paul Jones was named Chief Executive Officer. Jones was most recently president, chairman & CEO of Shopko Stores.

Total 2012 Sales: \$575 million (Athletic only)

Total 2011 Sales: \$621 million (Athletic only)

Comparable Store Sales Change: -5%

2012 Sales Online: \$35 million

2012 Number of Stores: 3,300

2012 Store Openings: Closed 150

2012 Square Footage: 9.5 million

Employees: n/a

Key Executives: Robert Bruennig, SVP & GMM, Men's, Kid's and Athletics; W. Paul Jones, CEO

Contact Information: 3231 Southeast Sixth Avenue, Topeka, KS 66607; 785.233.5171; payless.com





36.

ROSS STORES

In 2012, the apparel and home fashions off-pricer, Ross Stores, celebrated its 30th anniversary and delivered another strong year, with a 6 percent comp gain coming on top of a 5 percent increase in 2011. Last year also marked its entry into the Midwest in October in the greater Chicago area. By the end of 2012, it operated 23 stores in Illinois and another 17 locations combined in Missouri, Arkansas, Kansas, Kentucky and Indiana. For 2013, Ross expects to open approximately 60 Ross Dress For Less stores and 20 dd's Discounts.

Total 2012 Sales: \$560 million (Athletic Only)

Total 2011 Sales: \$500 million (Athletic Only)

Comparable Store Sales Change: +6%

2012 Sales Online: n/a

2012 Number of Stores: 1,199 (1,091 Ross Dress For Less, 108 dd's Discounts)

2012 Store Openings: 72 Ross Stores, 20 dd's Discounts, Closed 8 Ross Dress For Less

2012 Square Footage: 27.8 million

Employees: 57,500

Key Executives: Michael Balmuth, Vice Chairman & CEO; James Fassio, President & Chief Development Officer; Michael O'Sullivan, President & COO;

Barbara Rentler, President & Chief Merchandiser, Ross Dress For Less;

Lisa Panatton, Group Executive VP Merchandising

Contact Information: 4440 Rosewood Drive, Pleasanton, CA 94588; 925.965.4400; rossstores.com

37.

UNDER ARMOUR

In 2012, Under Armour grew total net revenues 25 percent to over \$1.8 billion, while delivering its eleventh consecutive quarter of over 20 percent growth. Direct-to-Consumer grew 34 percent and represented approximately 29 percent of total net revenues. Under Armour launched new innovation in apparel including ColdBlack, ArmourBra, Scent Control and in footwear, Highlight Cleat and Spine Running, while building out 2011 platforms in Charged Cotton, Storm, and Studio. It also debuted the brand's largest female-focused initiative, "Sweat Every Day." In February 2013, Under Armour launched I WILL, the brand's largest global marketing campaign. It also opened a specialty retail store in Baltimore, MD called the Under Armour Brand House. Under Armour remains focused on driving newness and innovation across all product categories. This includes building on its Charged Cotton, Storm, and Spine footwear and unveiling new technology such as ColdGear Infrared in Fall 2013 and a digital performance monitoring system, Armour39.

Total 2012 Sales: \$535 million

Total 2011 Sales: \$400 million

Comparable Store Sales Change: +5%

2012 Sales Online: \$155 million

2012 Number of Stores: 107



2012 Store Openings: 21

2012 Square Footage: 540,000

Employees: 5,300

Key Executives: Kevin Plank, Founder & CEO; Kip Fulks, COO;

Brad Dickerson, CFO

Contact Information: 1020 Hull Street, Baltimore, MD 21230; 1.888.427.6687; ua.com

38.

DUNHAM'S SPORTS

Dunham's continues to expand its in-store Shop Focus, with an emphasis on key brands and categories. It also continues to test larger format stores. Openings in 2012 averaged over 40,000 square feet, including an 88,000-square-foot store in Burlington, NC. Nebraska and North Carolina were new states for Dunham's in 2012. It also continues to relocate smaller stores to updated larger spaces. Three stores were relocated in 2012. Relocations generally double the size of an existing store and averaged over 30,000 square feet in 2012.

Total 2012 Sales: \$530 million

Total 2011 Sales: \$445 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 191

2012 Store Openings: 15

2012 Square Footage: 30,000 to 35,000 (Average)

Employees: n/a

Key Executives: Jeff Lynn, CEO; Ken Meehan, President; Steve Sander, Executive VP Operations; Marshall Sosne, Executive VP Supply Chain Management; David Stockmeyer, VP & GMM; John Palmer, Senior VP; Al Blazek, VP & CFO; John Oehler, VP Marketing
Contact Information: 5000 Dixie Hwy, Waterford, MI 48329; 248.674.4991; dunhamssports.com



T-39.



EBAY

In 2011, eBay acquired GSI Commerce, which provides commerce technology, multichannel operations and marketing solutions to a number of sporting goods' chains, including Dick's Sporting Goods, Eastern Mountain Sports, SportChek and The Sports Authority. It also works with chains in other industries and brands including the three major sports' leagues. In 2012, eBay made progress driving synergies with GSI across its portfolio, including bringing GSI merchants onto Marketplaces and driving acceptance of its PayPal product. In 2012, same-store sales for GSI merchants grew 20 percent. Mobile app development, buy online and pickup in-store and mobile express checkout are some of the newer services GSI is offering to clients.

Total 2012 Sales: \$500 million (Athletic only)

Total 2011 Sales: \$450 million (Athletic only)

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: n/a

2012 Store Openings: n/a

2012 Square Footage: n/a

Employees: 20,500 (U.S.)

Key Executives: John Donahoe, President & CEO
Contact Information: 2145 Hamilton Avenue, San Jose, CA 95125; 408.376.7400; ebay.com

T-39.



EASTBAY

Eastbay is among the largest direct marketers in the U.S. providing the high school athlete with a complete sports solution including athletic footwear, apparel, equipment, team licensed, and private-label merchandise.

Total 2012 Sales: \$500 million

Total 2011 Sales: \$450 million

Comparable Store Sales Change: +10%

2012 Sales Online: \$500 million

2012 Number of Stores: n/a

2012 Store Openings: n/a

2012 Square Footage: n/a

Employees: 1,500

Key Executives: Ken Hicks Chairman & CEO; Richard Johnson, COO; Lauren Peters, CFO
Contact Information: 112 West 34th Street, New York, NY 10120; 212.720. 3700; eastbay.com



41.

CROCS

In 2013, Crocs expects another year of increased revenue and earnings as indicated by an estimated expansion of retail locations across the globe by 70 to 95 net stores. Increased revenues are anticipated to be driven by continued higher volumes as a result of improved selling conditions, higher-than-average selling prices, and positive market acceptance on new products contributing to the continued expansion of its reputation as a four-season brand. Margins are projected to increase in 2013 due to retail and Internet channel expansion. Crocs' sees the direct channels giving it the ability to focus on the visual merchandising of new products.

Total 2012 Sales: \$477 million

Total 2011 Sales: \$402 million

Comparable Store Sales Change: 10

2012 Sales Online: \$100 million

2012 Number of Stores: 170

2012 Store Openings: 27

2012 Square Footage: 500.000

Employees: n/a

Key Executives: John McCarvel, President & CEO; Dan Hart, EVP, Chief Legal & Administrative Officer; Jeff Lasher, CFO

Contact Information: 7477 E. Dry Creek Pkwy, Niwot, CO 80503; 303.848.7000, crocs.com



43.

TILLY'S

The 2.2 percent comp gain for the action sports retailer Tilly's comes on top of a 10.7 percent gain in 2011. Higher net sales of guys' and juniors' apparel, as well as footwear and accessories, offset lower sales of boys' and girls' apparel last year. Tilly's plans to open at least 25 stores in 2013, and sees room to expand its store base to more than 500 stores over the next 8 years.

Total 2012 Sales: \$467.3 million

Total 2011 Sales: \$400.6 million

Comparable Store Sales Change: +2.2%

2012 Sales Online: \$46 million

2012 Number of Stores: 168

2012 Store Openings: 29, Closed 1

2012 Square Footage: 1.3 million

Employees: 4,000 (including 2,800 part-time)

Key Executives: Hezy Shaked, Co-Founder, Chief Strategy Officer & Chairman; Daniel Griesemer, President & CEO; Bill Langsdorf, SVP & CFO; Debbie Anker-Morris, VP & GMM

Contact Information: 10 Whatney, Irvine, CA 92618; 949.609.5599; tillys.com

42.

FOOTACTION

Footaction, which targets a more stylish customer than its sister chain, Foot Locker, has clearly benefited from the improving trend toward basketball sneakers. The first test of an Adidas Collective Shop opened inside a Footaction prior to the 2013 NBA All-Star game. Improved productivity at its three primary male-oriented store chains - Foot Locker, Champs Sports and Footaction - has helped Foot Locker, Inc. lift its sales-per-square-foot from \$333 in 2009 to \$443 in 2012.

Total 2012 Sales: \$475 million

Total 2011 Sales: \$475 million

Comparable Store Sales Change: +5%

2012 Sales Online: \$10 million

2012 Number of Stores: 292

2012 Store Openings: Closed 9

2012 Square Footage: 1.3 million

Employees: 5,000

Key Executives: Ken Hicks, Chairman & CEO; Richard Johnson, COO; Lauren Peters, CFO

Contact Information: 112 West 34th Street, New York, NY 10120; 212.720.3700; footaction.com

44.

AMAZON

Amazon has recently found its strongest growth in its newer Services businesses, which includes its online marketplace for third-party merchants and its cloud computing business Amazon Web Services. These newer businesses are more profitable than Amazon's retail operations, so as they become a larger part of the company, overall profit margins will grow. The company is also opening 18 warehouses across the country in 2013 to improve delivery.

Total 2012 Sales: \$450 million (U.S., Athletic only / excludes Zappos)

Total 2011 Sales: \$350 million (U.S., Athletic only / excludes Zappos)

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: n/a

2012 Store Openings: n/a

2012 Square Footage: n/a

Employees: 88,400 (worldwide, full-time and part-time)

Key Executives: Jeff Bezos, Founder & CEO

Contact Information: 1200 12th Avenue South, Suite 1200, Seattle, WA 98144; 206.266.1000; amazon.com

T-46.

SHOE CARNIVAL

Shoe Carnivals' plans call for continued store growth in fiscal 2013 by opening 30 to 35 stores and closing approximately five stores. These new stores will be concentrated in existing markets, as well as new smaller markets, where they can cover the area with one or two stores. Shoe Carnival continues to enhance their store productivity with reinvestments in their existing store base, focusing on in-store graphics, including signage updates to focal walls and end-caps. It plans to remodel approximately 30 stores.

Total 2012 Sales: \$425 million

Total 2011 Sales: \$375 million

Comparable Store Sales Change: +7%

2012 Sales Online: 5 million

2012 Number of Stores: 351

2012 Store Openings: 24

2012 Square Footage: 3.8 million

Employees: 5,000

Key Executives: Cliff Sifford, President & CEO;

Carl Scibetta, EVP & GMM; Andy Chandler, SVP & DMM

Contact Information: 7500 E. Columbia Street, Evansville, IN 47715; 812.867.6471; shoecarnival.com

45.

SHOE SHOW

Shoe Show plans to continue growth of brick and mortar with a special focus on its larger Shoe Dept Encore concept, as well as an expansion and upgrade of its infrastructure. Shoe Show also plans to have its new website fully operational in 2013; it is currently in the testing phase.

Total 2012 Sales: \$426 million

Total 2011 Sales: \$377 million

Comparable Store Sales Change: +3%

2012 Sales Online: \$1 million

2012 Number of Stores: 1,134

2012 Store Openings: 15

2012 Square Footage: 6.9 million

Employees: 9,500

Key Executives: Lisa Tucker, Chief Merchandising Officer; Jack van der Poel, CFO; Kirk Krull, VP Real Estate

Contact Information: 2201 Trinity Church Road, Concord, NC 28027; 704.782.4143; shoeshow.com

T-46.

ZAPPOS

Established in 1999, Zappos.com, operated by Zappos Development, has quickly become the leading destination in online footwear sales by striving to provide shoppers with the best possible service and selection. Zappos.com currently showcases millions of products from over 1,000 clothing and shoe brands. Zappos was acquired by Amazon in November 2011.

Total 2012 Sales: \$425 million (Athletic only)

Total 2011 Sales: \$400 million (Athletic only)

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: n/a

2012 Store Openings: n/a

2012 Square Footage: n/a

Employees: 1,422

Key Executives: Tony Hsieh, CEO; Chris Nielsen, CFO & COO; Fred Mossler, SVP Merchandising

Contact Information: 2280 Corporate Circle, Henderson, NV 89074; 702.943.7777; zappos.com



T-48.

SKECHERS

During 2013, Skechers plans to open 30 to 35 new stores.

Total 2012 Sales: \$400 million

Total 2011 Sales: \$360 million

Comparable Store Sales Change: +3%

2012 Sales Online: \$22 million

2012 Number of Stores: 295

2012 Store Openings: 20

2012 Square Footage: 1.5 million

Employees: 4,000

Key Executives: Michael Greenberg, President; David Weinberg, COO & CFO; George Zelinsky, President, Retail

Contact Information: 330 South Sepulveda Boulevard,
Manhattan Beach, CA 90245; 310.318.3100;
skechers.com

T-48.

SPORTSMAN'S WAREHOUSE

In March 2013, Sportsman's Warehouse acquired 10 Wholesale Sports Outdoor Outfitters locations in Oregon, Washington and Montana from Canadian cooperative United Farmers of Alberta. The hook-and-bullet retailer had sold the same locations to the cooperative in 2009 as part of its Chapter 11 bankruptcy proceedings. Besides the recent run-up in gun and ammunition sales, Sportsman's Warehouse results have improved in recent years due to a SKU rationalization focused more tightly around high-quality, brand name merchandise. The Sportsman's Warehouse trademark is "America's Premier Outfitter," which was adopted in 2005.

Total 2012 Sales: \$400 million

Total 2011 Sales: \$310 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a



2012 Number of Stores: 36

2012 Store Openings: 8

2012 Square Footage: 40,000 Average

Employees: n/a

Key Executives: John Schaefer, CEO

Contact Information: 7035 South 185, Midvale, UT 84047; 801.304.4304;
sportsmanswarehouse.com

50.

KMART

Kmart suffered its second straight year of comparable store declines, reflecting declines in a majority of categories, most notably the consumer electronics, pharmacy, grocery, household and drug store. Gross margin rate improved 70 basis points in 2012 due to the improvement in apparel, pharmacy and toys' categories. Since merging with Sears in 2005, approximately 200 Kmart doors have closed.

Total 2012 Sales: \$390 million (Athletic only)
Total 2011 Sales: \$410 million (Athletic only)
Comparable Store Sales Change: -3.7%
2012 Sales Online: n/a
2012 Number of Stores: 1,221 (1,196 Discount, 25 Super Centers)
2012 Store Openings: 0, Closed 59
2012 Square Footage: 94,000 Average Discount Stores; 168,000 Average Super Centers
Employees: 246,000 (Sears Holdings U.S.)
Key Executives: Eddie Lampert, Chairman; Ronald D. Boire, EVP, Chief Merchandising Officer & President, Sears Full Line Stores and Kmart Formats; Imran Jooma, EVP & President, Online, Marketing, Pricing & Financial Services
Contact Information: 3333 Beverly Road, Hoffman Estates, IL 60179; 847.286.2500; searsholdings.com



51.

SPORT CHALET

Impacted by a real estate crash in its markets, the West Coast-based sporting goods specialist Sport Chalet has benefitted from renewing its commitment to being the retailer of choice for premium brands, first-to-market performance, technical and lifestyle merchandise, as well as best-in-class service. The 3.7 percent comp gain represented the first annual increase since 2007. Its loss in the year narrowed to \$3.3 million compared to a net loss of \$5.1 million in fiscal 2012. Team Sales Division sales increased 19.5 percent while online sales grew 21.5 percent. A next generation store format is set to open in downtown Los Angeles this summer.

Total 2012 Sales: \$360.6 million (Year ended 4.1.13)
Total 2011 Sales: \$349.9 million (Year ended 4.1.12)
Comparable Store Sales Change: +3.7%
2012 Sales Online: n/a
2012 Number of Stores: 53
2012 Store Openings: 0, Closed 1
2012 Square Footage: 2.3 million
Employees: 3,000
Key Executives: Craig Levra, Chairman, President & CEO; Howard Kaminsky, EVP Finance & CFO; Dennis Trausch, EVP Growth & Development; Tom Tennyson, EVP & Chief Merchandising Officer
Contact Information: One Sport Chalet Drive, La Canada, CA 91011; 818.949.5300; sportchalet.com

52.

BSN SPORTS (SPORTS SUPPLY)

BSN Sports made several dealer acquisitions in 2012. Within the past 12 months the company acquired the assets of GameDay Athletic Supply, located in St. Joseph, MN; Montgomery, IL-based Hayden's Sport Center, the leading independent sporting goods team distributor in the state of Illinois; and Arlington, MA-based Holovak & Coughlin (H&C), a leading independent sporting goods team distributor in Massachusetts. BSN also opened a Lax Division in the first quarter of 2013. BSN is the largest direct selling maker, marketer and distributor of team sports equipment, apparel and footwear in the U.S. The company sells through an integrated model using more than 325 local field sales professionals; more than 70 territory managers based in Dallas, TX; nearly 3 million annual catalogs and a host of digital assets.

Total 2012 Sales: \$340 million
Total 2011 Sales: \$325 million
Comparable Store Sales Change: n/a
2012 Sales Online: n/a
2012 Number of Stores: n/a
2012 Store Openings: n/a
2012 Square Footage: n/a
Employees: 900
Key Executives: Adam Blumenfeld, CEO; Terry Babilla, President & COO; John Pitts, CFO
Contact Information: 1901 Diplomat Drive, Farmers Branch, TX 75234; 972.484.9484; bsnsports.com



53.

VANS

Vans expects its direct-to-consumer business to continue to grow at a faster pace than VF's overall growth rate as it continues opening stores and expanding its e-commerce presence.

Total 2012 Sales: \$335 million

Total 2011 Sales: \$285 million

Comparable Store Sales Change: +18%

2012 Sales Online: \$60 million

2012 Number of Stores: 300

2012 Store Openings: 30

2012 Square Footage: 2.2 million

Employees: n/a

Key Executives: Kevin Bailey, President; David Theiss, VP of Merchandising; Matt Swartwood, VP of Real Estate

Contact Information: 6550 Katella Avenue, Cypress, CA 90630; 714.889.6100; vans.com

T-54.

ORVIS

The nation's oldest mail-order company, Orvis, known as the "800-pound gorilla" of fly fishing, in May 2013 entered into a definitive agreement to acquire the Scientific Anglers and Ross Reels businesses from 3M.contributes. The company contributes 5 percent of pre-tax profits every year to protect nature. Over the past 25 years, Orvis has raised and contributed in excess of \$14 million for a wide variety of conservation programs, from Kodiak Island, AK to the Florida Everglades; from the Mountain Gorillas of Rwanda to the great Coral Triangle of the South Pacific; and in dozens of vital fisheries through America and the world. The Perkins family purchased the Orvis Company in 1965.

Total 2012 Sales: \$325 million

Total 2011 Sales: \$320 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 90 (69 U.S., 21 U.K.)

2012 Store Openings: 2

2012 Square Footage: n/a

Employees: 1,500 to 1,700 (seasonal)

Key Executives: Leigh "Perk" Perkins, Vice Chairman; David Perkins, Executive

Vice Chairman; Ray McCready, President

Contact Information: 178 Conservation Way, Sunderland, VT 05250; 802.362.1300; orvis.com

T-54.

THE SPORTSMAN'S GUIDE

In December 2012, the Redcats mail order unit of French retail group PPR sold The Sportsman's Guide to Northern Tool + Equipment, which sells tools and related gear online, for \$215 million. The Sportsman's Guide, which ships all orders from its 330,000 square-foot Minnesota-based warehouse, also operates TGW.com, BaseballSavings.com, SoftballSavings.com, SoccerSavings.com, Boating-Savings.com and WorkWearSavings.com. Redcats, a division of French conglomerate PPR, acquired The Sportman's Guide in 2006.

Total 2012 Sales: \$325 million

Total 2011 Sales: \$325 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: n/a

2012 Store Openings: n/a

2012 Square Footage: n/a

Employees: 900

Key Executives: Jay Berlin, CEO,

The Sportsman's Guide; Jon Bernstein,

CEO Golf Warehouse; Chuck Albrecht,

President Northern Tool + Equipment

Contact Information: 411 Farwell Avenue, South St. Paul, MN 55075; 651.451.3030;

sportsmansguide.com, TGW.com

56.

BACKCOUNTRY.COM

Backcountry.com is widely considered to be the leading, pure-play online retailer in the specialty outdoor industry and increasingly the specialty bicycle industry. Through its innovative use of content, including customer generated product reviews, it has shown how to sell premium outdoor products at full price online. While unusually warm weather hurt margins on winter gear in 2012, the company made gains in cycling business where it continued to consolidate banners. Bonktown.com, an online road bike store, was folded into the ODAT site, Chainlove.com, while the MTB site, HuckNRoll.com, was folded into CompetitiveCyclist.com and the flagship Backcountry.com store began offering bicycles for the first time.

Total 2012 Sales: \$315 million

Total 2011 Sales: \$297 million

Comparable Store Sales Change: n/a

2012 Sales Online: \$315 million

2012 Number of Stores: 7, including full-retail sites Backcountry.com, CompetitiveCyclist.com, DogFunk.com (action sports), One-Deal-At-A-Time (ODAT) sites, Chainlove.com (bicycles), WhiskeyMilitia.com (action sports), SteepandCheap.com (backcountry/outdoor), and the close-out site DepartmentofGoods.com

2012 Store Openings: n/a

2012 Square Footage: n/a

Employees: 750

Key Executives: Jill Layfield, CEO; Scott Klossner, CFO; Kevin Samuelson, COO; Scott Ballantyne, CMO; CJ Singh, Chief Technical Officer

Contact Information: 1678 W. Redstone Center Drive, Park City, UT 84098; 800.409.4502; backcountry.com

T-57.

BOB'S STORES

Bob's Stores has been in turnaround mode since 2008, when Versa Capital Management acquired the chain and named one of its principals, Mark Walsh, as chairman and CEO. Walsh, who holds an M.B.A. from The Wharton School of the University of Pennsylvania, has continued to position Bob's Stores as an off-price retailer of casual fashion, denim, activewear, team wear and work wear brands, including Under Armour, Nike, Carhartt, Levi's and Lee to Timberland, Reebok, New Balance, Champion and Adidas. The company operates in New England and the Greater New York metropolitan area as well as online. In January, Versa announced it was folding Bob's Stores into Vestis Retail Group, LLC, a new company based at Bob's Meriden, CT headquarters that will provide corporate services for both Bob's Stores and Eastern Mountain Sports, which Versa acquired in late 2012.

Total 2012 Sales: \$310 million

Total 2011 Sales: \$300 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 35

2012 Store Openings: 0

2012 Square Footage: 1.6 million

Employees: 1,500

Key Executives: Mark Walsh, Chairman & CEO

Contact Information: 160 Corporate Court, Meriden, CT 06450;

203.235.5775; bobstores.com



T-57.

ADIDAS

Adidas retail was able to expand into new markets and drive NBA licensed retail and full-price sales successfully. Its brick and mortar chain sales were double the market's comp growth sales for the third year in a row. Profitability significantly improved and Adidas will continue to invest heavily in e-commerce and to rapidly opening additional full-price and factory stores in the next three years.

Total 2012 Sales: \$310 million

Total 2011 Sales: \$270 million

Comparable Store Sales Change: +8%

2012 Sales Online: \$90 million

2012 Number of Stores: 108

2012 Store Openings: 4

2012 Square Footage: 850,000

Employees: 3,500

Key Executives: John Quinn, Head of Group Real Estate and Construction; Scott Sullivan, General Merchandise Manager (all concepts); Brian Kriesel, Head of Business Solutions

Contact Information: 5055 N. Greeley Avenue, Portland, OR 97217; 971.234.2300; adidas.com

59.

MEIJER

In 2013 Meijer, the discounter, with supercenters and grocers located in Michigan, Ohio, Indiana, Illinois and Kentucky, is investing \$160 million to build six supercenters and renovate nearly a half-dozen. The projects include a variety of enhancements both in and outside the stores, such as interior and exterior lighting, heating, refrigeration, and parking lot maintenance. Newer technologies will result in more energy-efficient stores. Meijer has been family-owned for more than 75 years.

Total 2012 Sales: \$305 million (Athletic only)

Total 2011 Sales: \$300 million (Athletic only)

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 199

2012 Store Openings: 2

2012 Square Footage: 180,000 (Average)

Employees: 62,000

Key Executives: Hank Meijer, Co-CEO; Mark Murray, Co-CEO; J.K. Symancyk, President; Doug Meijer, Co-Chairman

Contact Information: 2929 Walker Avenue, N.W., Grand Rapids, MI 49544; 616.453.6711; meijer.com

61.

DSW

The increase in comparable sales overall for DSW was a result of an increase in traffic, conversion, and average unit retail. For the DSW segment, all merchandise categories had positive comparable sales led by accessories, up 9 percent and athletics, up 6 percent. It plans to open 25 to 30 DSW stores in 2013 and open 15 to 20 DSW stores in each of the following three to five years.

Total 2012 Sales: \$271 million (Athletic only)

Total 2011 Sales: \$243 million (Athletic only)

Comparable Store Sales Change: +5.5%

2012 Sales Online: \$25 million (Athletic only)

2012 Number of Stores: 364

2012 Store Openings: 39

2012 Square Footage: 8 million

Employees: 11,000

Key Executives: Michael MacDonald, President & CEO; Douglas Probst, EVP & CFO

Contact Information: 810 DSW Drive, Columbus, OH 43219; 614.237.7100; dsw.com

60.

EDWIN WATTS GOLF SHOPS

In March 2012, Edwin Watts acquired Uinta Golf's five stores in Utah, further expanding the company's national footprint towards the West. The chain also opened stores in Lexington, KY and Cedar Rapids, IA, marking its first locations in each of the states and further expanding its presence in the Midwest. Its most populated states are Florida, with 33 stores, followed by Georgia and Texas, both with 11, and South Carolina, 6. Edwin Watts Golf Shops, founded by brothers Edwin and Ronnie Watts in 1968, has been owned by Sun Capital Partners since 2007.

Total 2012 Sales: \$300 million

Total 2011 Sales: \$275 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 93

Store Openings: 8, Closed 3

2012 Square Footage: n/a

Employees: 500

Key Executives: John Watson, President & CEO; Robert Anthony, VP of Marketing, Catalog and Online; Sven Kessler, VP of Retail Operations; Lynda Barr, VP & CFO; David DeBra, VP of Purchasing & Inventory; Sven Kessler, VP of Retail Operations; Kerry Kabase, VP of Vendor Relations

Contact Information: 20 Hill Avenue,

Fort Walton Beach, FL 32548; 800.874.0146; edwinwattsgolf.com

T-62.

DILLARDS

The fourth quarter marked the tenth straight period for the southwest department store chain's comparable-store sales. Dillard's has worked on offering more upscale products in its stores by adding designer and upscale brands such as Kiehl's, Lilly Pulitzer, Badgley Mischka and Joe's Jeans so that it can differentiate itself from more moderately priced, traditional department stores. Athletic labels include Nike, Hurley, Polo Ralph Lauren and Puma, and private label Roundtree & Yorke.

Total 2012 Sales: \$260 million (Athletic only)

Total 2011 Sales: \$250 million (Athletic only)

Comparable Store Sales Change: +4.0%

2012 Sales Online: n/a

2012 Number of Stores: 302

2012 Store Openings: Closed 2

2012 Square Footage: 51 million

Employees: 38,000

Key Executives: William Dillard II, CEO; Alex Dillard, President; Mike Dillard, EVP; Drue Matheny, EVP

Contact Information: 1600 Cantrell Road, Little Rock, AR 72201; 501.376.5200; dillards.com

T-62.

JIMMY JAZZ

Naming it after his favorite song from the legendary punk band, The Clash, founder James Khezrie opened the first Jimmy Jazz over 20 years ago on Delancy Street in Manhattan. While still operating numerous stores in the New York Metro area, the urban chain has spread both South and West. It has eight stores each in Florida, Georgia, North Carolina and Michigan; seven each in Illinois and Texas, and one in San Diego.

Total 2012 Sales: \$260 million

Total 2011 Sales: \$240 million

Comparable Store Sales Change: +10%

2012 Sales Online: \$25 million

2012 Number of Stores: 205

2012 Store Openings: Closed 6

2012 Square Footage: 740,000

Employees: 3,000

Key Executives: James Khezrie, CEO; Robert Shapiro, President; Robert Butler, GMM

Contact Information: 85 Metro Way, Secaucus, NJ 07094; 201.210.5077; jimmyjazz.com

T-62.

SCHEELS

In September 2012, Scheels opened a 220,000 square-foot store in Sandy, UT. The store features a 16 car Ferris wheel, a 16,000 gallon double-arched salt water aquarium, a canary yellow sea-plane diving from the ceiling toward the boating department, and a gargantuan man-made rocky outcrop studded with stuffed grizzlies, wolves, bighorn sheep and other game animals. The chain's 25th store opened in Cedar Falls, IA in March 2013 and measured 100,000 square-feet. Stores are also in development in Billings, MT for 2014 and Overland Park, KS for 2015.

Total 2012 Sales: \$260 million

Total 2011 Sales: \$250 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 24

2012 Store Openings: 1

2012 Square Footage: 16,000 to 295,000

Employees: n/a

Key Executives: Steven D. Scheel, CEO; Steven M. Scheel, President

Contact Information: 3218 13th Avenue S.W., Fargo, ND 58103; 701.232.3665; scheelsports.com



65.

REEBOK

In the first quarter of 2013, Reebok, a subsidiary of Adidas Group, saw sales decline 16.2 percent to €378 million (\$491.4 mm) and fall 14.2 on a currency-neutral basis. The brand fully anniversaried the loss of its NFL contract to Nike and the discovery of issues at Reebok India during the quarter. Excluding these two points, sales were down modestly and in line with expectations. Continuing to position itself around fitness, Reebok this year introduced a new fitness instructor platform, ReebokONE; and a fitness App that allows consumers to customize their own workouts.

Total 2012 Sales: \$236 million

Total 2011 Sales: \$229 million

Comparable Store Sales Change: +2%

2012 Sales Online: \$22.4 million

2012 Number of Stores: 127

2012 Store Openings: 0

2012 Square Footage: 1.05 million

Employees: 1,025

Key Executives: Uli Becker, President, Reebok North America; Claire Fahie, VP Retail; Drew Pierce, Head of Finance Reebok North America

Contact Information: 1895 J.W. Foster Blvd., Canton, MA 02021; 781.401.5000; reebok.com

T-66.

PLAY IT AGAIN SPORTS

Winmark Corp. began franchising the Play It Again Sports brand in 1988. The concept buys, sells, trades and consigns used and new sporting goods, equipment and accessories for a variety of athletic activities including team sports, fitness, ski/snowboard and golf among others. Total royalties and franchise fees for Winmark reached \$9.5 million in 2012.

Total 2012 Sales: \$230 million

Total 2011 Sales: \$241 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 315

2012 Store Openings: 3, Closed 13

2012 Square Footage: 2,800 to 3,500 (Average). Some are as large as 10,000 sqft.

Employees: n/a

Key Executives: Patrick Quinn, Director, Play It Again Sports; Steven

Murphy, President Franchising, Winmark Corp.;

John Morgan, Chairman & CEO, Winmark Corp.

Contact Information: 4200 Dahlberg Drive, Suite 100,

Minneapolis, MN 55422; 763.520.8500, playitagainsports.com

T-66.

SHOPKO STORES

In March 2012, Shopko Stores, owned by Sun Capital Partners, completed its merger with fellow Midwest-based general merchandise chain, Pamida, to create one of the largest U.S. retailers serving smaller, rural communities. Much of last year was spent converting the Pamida locations to Shopko Hometown, a smaller concept store developed to meet the needs of smaller communities. In October 2012, Paul Jones resigned as CEO and president to become CEO of Payless ShoeSource. Mike Bettiga, COO, became interim CEO. In January 2013, Jill Soltau, Shopko's chief merchandise manager, added the title of president. Its stores are operated in the Midwest, Mountain, North Central and Pacific Northwest regions.

Total 2012 Sales: \$230 million (Athletic only)

Total 2011 Sales: \$240 million (Athletic only)

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 331 (134 Shopko, 5 Shopko Express Rx, 16 Shopko Pharmacy, 176 Shopko Hometown)

2012 Store Openings: Closed 19

2012 Square Footage: n/a

Employees: 18,000+

Key Executives: Mike Bettiga, Interim CEO & COO; Jill Soltau, President & Chief Merchandising Officer;

Michael Cooper, SVP, Marketing

Contact Information: 700 Pilgrim Way,

Green Bay, WI 54304; 920.429.2211; shopko.com

T-66.

PUMA

Puma expanded its factory outlet channel units while making selective closings in its full-price channel. It also strengthened store IT hardware and software infrastructure.

Total 2012 Sales: \$230 million

Total 2011 Sales: \$200 million

Comparable Store Sales Change: +11%

2012 Sales Online: \$30 million

2012 Number of Stores: 99

2012 Store Openings: 6

2012 Square Footage: 440,000

Employees: 2,800

Key Executives: Jay Piccola, President,

Puma NA; Philippe Gautier, COO, Puma

NA; John Trott, SVP of Retail, Puma NA

Contact Information: 10 Liberty Way,

Westford, MA 01886; 978.698.1000;

shop.puma.com



69.

SPECIALTY SPORTS VENTURE

Specialty Sports Venture, the retail division of Vail Resorts, Inc., added 11 stores last year through its parent's acquisition of Kirkwood Mountain Resort, located 30 miles southwest of South Tahoe. In April 2013 it acquired Hoigaard's, the 20,000-square-foot store is a specialty provider of snow-sports equipment located in St. Louis Park, MN. Specialty Sports Venture's store banners include Heavenly Sports, Aspen Sports, Telluride Sports, Beaver Creek Sports, Vail Sports, Breck Sports, and Keystone Sports. It also operates doors for The North Face, Patagonia and Burton with stores located in Colorado, Northern California, Utah, Nevada, and Wisconsin.

Total 2012 Sales: \$220 million

Total 2011 Sales: \$200 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 178

2012 Store Openings: 11 acquired with acquisition of Kirkwood Mountain Resort

2012 Square Footage: 811,700

Employees: 2,500 (1,000 full-time, 1,500 seasonal)

Key Executives: Kat Jobanputra, EVP & COO

Contact Information: 390 Interlocken Crescent,

Broomfield, CO 80221; 303.399.1970; ssv.net, rents-kis.com and skirentals.com



70.

GOLF GALAXY

An enhanced Golf Galaxy store was opened in 2012 that delivers an innovative and highly interactive shopping experience. Plans call for two more locations in 2013 as the golf chain, which Dick's Sporting Good's acquired in 2007, explores growth again. Its primary prototype Golf Galaxy store is a single-level store that generally ranges from 13,000 to 18,000 square feet. A 35,000-square-foot prototype includes more services and experiential shopping.

Total 2012 Sales: \$210 million

Total 2011 Sales: \$200 million

Comparable Store Sales Change: +5%

2012 Sales Online: \$25 million

2012 Number of Stores: 81

2012 Store Openings: n/a

2012 Square Footage: n/a

Employees: 30,000

Key Executives: Ed Stack, Chairman & CEO; Joe Schmidt, President & COO; Tim Kullman, EVP, Finance & CFO

Contact Information: 345 Court Street, Coraopolis, PA 15108; 724.273.3400; dickssportinggoods.com

71.

SIERRA TRADING POST

In December 2012, TJX Cos. acquired Sierra Trading Post for \$196 million. The off-price Internet retailer has dramatically upgraded its presence online since 2010 by launching a mobile website for smartphones, upgrading sierratradingpost.com to show prices in 60 currencies and opening a store on Facebook. In 2011 it moved well beyond its outdoor roots by starting to sell ball sports including tennis, golf, baseball, softball and racquetball. Besides backing to help it open more stores, TJX Cos. is expected to provide sourcing leverage. For its part, Sierra Trading is expected to help TJX Cos. open the first T.J. Maxx online store in the back half of 2013.

Total 2012 Sales: \$205 million

Total 2011 Sales: \$200 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 4

2012 Store Openings: 0

2012 Square Footage: 100,000

Employees: 700

Key Executives: Gary Imig, President; Andy Newlin, Director of E-Commerce; Brent Layton, Director of Retail Operations

Contact Information: 5025 Campstool Road, Cheyenne, WY 82007; 307.775.8050; sierratradingpost.com

T-72.

OLYMPIA SPORTS

Relying more on premium brands and less on promotions has proven successful for the chain Olympia Sports, which is also making inroads into the Mid-Atlantic region. A new POS was implemented in May 2013 for faster, better service. The technology will also greatly enhance its loyalty program. It continues to be patient with new real estate but it's finding deals in secondary markets that do not have access to premium brands like Under Armour and Nike.

Total 2012 Sales: \$200 million

Total 2011 Sales: \$179 million

Comparable Store Sales Change: +2%

2012 Sales Online: n/a

2012 Number of Stores: 226

2012 Store Openings: 20

2012 Square Footage: 975 million

Employees: 1500

Key Executives: Ed P. Manganello, Chairman & CEO; Ed D. Manganello, President; John Lesniak, CFO; Bob Boland, GMM; Kevin Scully, Director of Stores

Contact Information: 5 Bradley Drive, Westbrook, ME 04092; 207.854.2794; olympiasports.net

T-72.

NEW BALANCE

New Balance stores are independent, licensed locations operated by approximately 85 individual owners. New Balance also has approximately 15 factory outlet stores and four corporate locations.

Total 2012 Sales: \$200 million

Total 2011 Sales: \$200 million

Comparable Store Sales Change: 0

2012 Sales Online: \$60 million

2012 Number of Stores: 150

2012 Store Openings: n/a

2012 Square Footage: 300,000

Employees: 2,500

Key Executives: Jim Davis, Chairman; Robert DeMartini, President & CEO; Stephanie Smith, VP of Retail

Contact Information: 20 Guest Street, Brighton, MA 02135; 617.783.4000; newbalance.com





T-72.

THE WALKING COMPANY

The mall-based, comfort shoe chain, The Walking Company, emerged from bankruptcy proceedings in May 2010 and has since closed a few stores over the following two years. The footwear retailer actively promotes the benefits of health and wellness through walking, and supports various charities and organizations dedicated to the fight against cancer. Its core brands include Ecco, Dansko, UGG Australia, MBT and Aetrex.

Total 2012 Sales: \$200 million
 Total 2011 Sales: \$202 million
 Comparable Store Sales Change: n/a
 2012 Sales Online: n/a
 2012 Number of Stores: 206
 2012 Store Openings: Closed 3
 2012 Square Footage: 1,500 (Average)
 Employees: n/a
 Key Executives: Andrew Feshbach, CEO; Mike Grenley, SVP of Merchandising; Lee Cox, President of Retail at The Walking Company; Michael Walker, VP of Marketing & E-Commerce
 Contact Information: 121 Gray Avenue, Santa Barbara, CA 93101; 805.963.8727; thewalkingcompany.com

T-75.

MC SPORTS

The Midwest chain's new expansion and remodeled stores are bringing its format size closer to 25,000 to 30,000 square feet often replacing stores in the same area half that size. The extra space is used to expand hunting and fishing merchandise, and to provide deeper selections of team items and custom uniform capabilities for local sports' teams. In 2012, the company expanded and remodeled stores in Ann Arbor, MI; Joliet, IL; Goshen, IN; Kokomo, IN; Medina, OH; Marquette, MI; and Wooster, OH. Between new stores and expansions, MC Sports has 10 projects planned for 2013.

Total 2012 Sales: \$180 million
 Total 2011 Sales: \$180 million
 Comparable Store Sales Change: n/a
 2012 Sales Online: n/a
 2012 Number of Stores: 76
 2012 Store Openings: 0, Expanded 6
 2012 Square Footage: 15,000 to 30,000 (Average)
 Employees: n/a
 Key Executives: Bruce Ullery, President & CEO; Robert Summerfield EVP & CFO; Dan Winchester, EVP & COO; Irwin Wallach, SVP of Store Operations; Ed Rix, VP of Marketing/Advertising; Mark Lundvick, Divisional Merchandise Manager, Softlines; Scott Schuette, Divisional Merchandise Manager, Hardlines.
 Contact Information: 3070 Shaffer South East, Grand Rapids, MI 49512; 616.942.2600; mcsports.com

T-75.

THE NORTH FACE

The North Face is focused on limited, full-price store growth to drive the brand message, maximize the e-commerce brand and experience.

Total 2012 Sales: \$180 million
 Total 2011 Sales: \$150 million
 Comparable Store Sales Change: +5%
 2012 Sales Online: \$50 million
 2012 Number of Stores: 64
 2012 Store Openings: 9
 2012 Square Footage: 180,000
 Employees: n/a
 Key Executives: Todd Spaletto, President, The North Face; Steve Rendle, Group President, VF's Outdoor & Action Sports Americas Coalition; Joe Vernachio, VP Global Product, The North Face
 Contact Information: 2701 Harbor Bay Parkway, Alameda, CA 94502; 510.618.3500; thenorthface.com



77.

DTLR

DTLR instituted a new store design - a Nike and Jordan shop-in-shop concept in the Coastal Grand Mall in Myrtle Beach, SC. It had its sixth consecutive year of comp gains. The Buying and Merchandising departments are expected to grow over 50 percent to align with future growth plans. Its Store Operations department will grow 30 percent to support store growth and additional junior DM positions will be added for more concentrated store manager training and bench strength. An aggressive remodeling program is in place to bolster the "Aged Stores" and to continue to offer the consumer a more consistent, elevated shopping experience as well as an aggressive marketing campaign around the 2012 launch of its e-commerce site.

Total 2012 Sales: \$171 million

Total 2011 Sales: \$156 million

Comparable Store Sales Change: +3.5%

2012 Sales Online: n/a

2012 Number of Stores: 84

2012 Store Openings: 7

2012 Square Footage: 336,000

Employees: 1,300

Key Executives: Glenn Gaynor, President & CEO;

Scott Collins, Chief Merchandising Officer; Todd Kirssin, VP & GMM

Contact Information: 1300 Mercedes Drive,

Hanover, MD 20176; 410.850.5900; dtlr.com

78.

RACK ROOM

Founded in 1922 as a single Phil's Shoe store, Rack Room Shoes is owned by Europe's largest shoe retailer, Deichmann Schuhe of Germany, which acquired Rack Room Shoes in 1984. As part of its expansion strategy, the always-on sale, off-price retailer, it plans to open new stores in the Southeast but in particular is focused on Texas and Arizona.

Total 2012 Sales: \$165 million (Athletic only)

Total 2011 Sales: \$175 million (Athletic only)

Comparable Store Sales Change: -5%

2012 Sales Online: \$5 million

2012 Number of Stores: 375

2012 Store Openings: 5

2012 Square Footage: 3.5 million

Employees: 3,500

Key Executives: Mark Lardie, CEO; Terry Apple, GMM

Contact Information: 8310 Technology Drive,

Charlotte, NC 28262; 704.547.9200; rackroomshoes.com



T-79.

EASTERN MOUNTAIN SPORTS

The second largest outdoor specialty chain after REI, Eastern Mountain Sports operates in a 12-state region stretching from Maine to Virginia. It was acquired in November 2012 by Versa Capital Management, a Philadelphia-based private equity firm that specializing in turnarounds. In January, Versa announced it was folding EMS into Vestis Retail Group, LLC, a new company formed to provide corporate service for both EMS and Bob's Stores, a Meriden, CT-based retailer Versa acquired in 2008. Versa has since closed EMS's New Hampshire headquarters, laid off 100 of its employees and moved its corporate functions to Meriden. Eastern Mountain Sports has continued to remodel its stores and still operates one of the oldest climbing schools in the country.

Total 2012 Sales: \$160 million

Total 2011 Sales: \$170 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 67

2012 Store Openings: 4 (3 relations / 1 new)

2012 Square Footage: n/a

Employees: 1,300

Key Executives: Mark Walsh, Chairman & CEO

Contact Information: 160 Corporate Court,

Meriden, CT 04450; 888.463.6367; ems.com

T-79.

SPORTS ENDEAVORS, INC. (EUROSPORT)

In 2012, in recognition of the ever-expanding role of the Internet in business and daily life, Eurosport and Great Atlantic catalogs were re-titled soccer.com and lacrosse.com respectively. The first Eurosport catalog sent out in fall 1984 boasted a mailing list of 6,000. Today over one million soccer, lacrosse, rugby players and fans receive a catalog each month and over 60,000 items are sold through Sports Endeavors' websites and catalogs.

Total 2012 Sales: \$160 million

Total 2011 Sales: \$155 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 1

2012 Store Openings: n/a

2012 Square Footage: n/a

Employees: 700+

Key Executives: Mike Moylan, CEO; Brendan Moylan, COO; Roger Parrom, CFO

Contact Information: 431 U.S. Hwy. 70A East, Hillsborough, NC 27278; 919.644.6800; sportsendeavors.com; soccer.com, lacrosse.com, worldrugbyshop.com, worldsoccer.com, worldrugbyshop.com, worldsoccer.com, rugbyrugby.com

81.

ATHLETA

Athleta more than tripled its North American store count to 35 and rolled out its first national advertising campaign in 2012 as part of an aggressive expansion targeting market leader Lululemon Athletica. Gap, Inc., which acquired Athleta in 2008, plans to open another 50 Athleta stores by the end of 2013. Athleta, which started as a catalog and online retailer, mails out more than 21 million catalogs annually. More than 90 percent of its revenues come from its own brand of women's active lifestyle apparel for yoga, running, swim, gym, hiking and skiing.

Total 2012 Sales: \$150 million

Total 2011 Sales: \$100 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 35 (U.S.)

2012 Store Openings: 25 (U.S.)

2012 Square Footage: 200,000

Employees: n/a

Key Executives: Art Peck, President, Growth, Innovation & Digital; Scott Key, SVP & GM

Contact Information: 2100 S. McDowell Boulevard, Petaluma, CA 94954; 707.559.2200; athleta.com

82.

BJ'S WHOLESALE CLUB

The wholesale club operator, BJ'S, with stores located across the east coast, opened four stores last year in Gainesville, VA, Deer Park, NY, Ithaca, NY, and Seekonk, MA. In 2011 it was taken private with the acquisition by two private equity firms, Leonard Green & Partners and CVC Capital Partners. BJ's carries the greatest product variety of any wholesale club with more than 7,000 items.

Total 2012 Sales: \$150 million

Total 2011 Sales: \$145 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 194

2012 Store Openings: 4

2012 Square Footage: 24 million

Employees: 24,000

Key Executives: Laura Sen, President & CEO; Cornel Catunam, EVP, Club Operations; Christina Nepl, EVP Merchandise & Logistics

Contact Information: 25 Research Drive, Westborough MA, 01581; 774.512.7400; bjs.com



83.

CONVERSE

Converse opened its first West Coast flagship and third inline specialty retail store in Santa Monica, CA, as well its first mall-based retail store at Garden State Plaza Mall in New Jersey.

Total 2012 Sales: \$145 million

Total 2011 Sales: \$118 million

Comparable Store Sales Change: +10%

2012 Sales Online: \$30 million

2012 Number of Stores: 67

2012 Store Openings: 7

2012 Square Footage: 225,000

Employees: n/a

Key Executives: Jim Calhoun, President & CEO; Geoff Cotrill, CMO;

David Powers, VP Global Retail

Contact Information: High Street,

Suite 6, North Andover, MA 01845;

978.983.3300; converse.com



84.

SHIEKH SHOES

With a centralized distribution center located in Ontario, CA, Shiekh Shoes has the capability to receive, process and deliver merchandise within 24 hours of all initial shipments coming in from vendors.

Total 2012 Sales: \$140 million

Total 2011 Sales: \$130 million

Comparable Store Sales Change: +3%

2012 Sales Online: \$10 million

2012 Number of Stores: 137

2012 Store Openings: 10

2012 Square Footage: 1 million

Employees: 2,500

Key Executives: Shiekh Ellahi, Owner; Abdul Haleem,

VP Store Operations; Mike Butka, GMM

Contact Information: 4083 E. Airport Drive,

Ontario, CA 91761; 909.230.6620; shiekhshoes.com

85.

FLEET FEET

In June 2012, the management team of Fleet Feet, Inc. partnered with Raleigh, NC-based Investors Management Corporation (IMC) to acquire Fleet Feet Sports from Tom Raynor, its former long-time CEO and majority shareholder. While providing an exit strategy for Raynor and enabling current Fleet Feet, Inc. management to increase their equity participation in the business, Fleet Feet, Inc. also found an investor in IMC committed to supporting Fleet Feet's ambitious growth plans. In March, Fleet Feet, Inc. opened its 100th store in Mount Pleasant, SC. For 2013, it plans to add 12 to 15 new retail locations.

Total 2012 Sales: \$130 million

Total 2011 Sales: \$116 million

Comparable Store Sales Change: +10.6%

2012 Sales Online: n/a

2012 Number of Stores: 98

2012 Store Openings: 6

2012 Square Footage: n/a

Employees: n/a

Key Executives: Jeff Phillips, President & CEO; Luke Rowe, SVP Business Development; Joey Pointer, CFO; Ben Cooke, VP Operations; Robyn Goby, VP Marketing & Communications

Contact Information: P.O. Box 1269, Carrboro, NC 27510; 919.942.3102;

fleetfeetsports.com



86.

THE BON TON STORES

The department store operator, Bon Ton, posted its second straight year of losses in 2012 but successfully executed several initiatives to improve results. These include better balancing traditional and updated merchandise in women's apparel, expanding its women's footwear and cosmetics categories, and overhauling its promotional calendar to increase traffic in-store, online, and via mobile devices.

Total 2012 Sales: \$121 million (Athletic only)

Total 2011 Sales: \$120 million (Athletic only)

Comparable Store Sales Change: +0.5%

2012 Sales Online: n/a

2012 Number of Stores: 271; Bon-Ton (64); Elder-Beerman (36); Younkers (51); Herberger's (42); Carson Pirie Scott (51); Boston Store (15); Bergner's (13)

2012 Store Openings: 1, Closed 4

2012 Square Footage: 21.1 million

Employees: 26,900

Key Executives: Brendan Hoffman, President & CEO; Stephen Byers, EVP Stores, Visual & Loss Prevention; Dennis Clouser, EVP Information Services, Logistics & Administration; Luis Fernandez, EVP, Chief Marketing Officer & E-Commerce

Contact Information: 2801 E. Market Street, York, PA 17402;

717.757.7660; bonton.com



88.

GYM SOURCE

Celebrating its 75th anniversary in 2012, Gym Source is America's largest commercial distributor of fitness equipment with over 31 locations in 13 states, with 7 operation centers and 70 trucks. It serves a wide range of clients from Fortune 500 to the FBI; Equinox to the Oval Office; Villanova to Virginia Tech; the NY Jets to the NY Mets; and the Baltimore Ravens to the Tampa Bay Rays. Most of its stores are in the New York Metro area but it has branched south with seven locations in Florida. Its first store opened in 1937 in Manhattan's Rockefeller Center.

Total 2012 Sales: \$103 million

Total 2011 Sales: \$101 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 31

2012 Store Openings: 1

2012 Square Footage: n/a

Employees: 300

Key Executives: Richard Miller, President

Contact Information: 40 E. 52nd Street,

New York, NY 10020; 212.688.4222; gymsource.com

87.

FRED MEYER

In December, Lynn Gust, formerly SVP of operations, was promoted to president. He succeeded Michael Ellis, who was promoted to an executive post at parent Kroger, the supermarket giant. Fred Meyer operates one-stop supermarkets - some as large as 240,000 square feet - that offer drug stores, clothing, home and garden, electronics and other non-food departments. The stores are located in Alaska and the Pacific Northwest.

Total 2012 Sales: \$105 million (Athletic only)

Total 2011 Sales: \$105 million (Athletic only)

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 133

2012 Store Openings: 2

2012 Square Footage: 20 million, (150,000 average)

Employees: 30,000+

Key Executives: Lynn Gust, President; David Deatherage, SVP & CFO; Molly Malone, SVP & Director of the General Group, Rick Heffner, Senior Director of Store Operations

Contact Information: 3800 S.E. 22nd Avenue,

Portland, OR 97202; 503.232.8844; fredmeyer.com

89.

ROAD RUNNER SPORTS

Road Runner Sports expects to open five new doors in 2013.

Total 2012 Sales: \$95 million

Total 2011 Sales: \$95 million

Comparable Store Sales Change: Flat

2012 Sales Online: \$50 million

2012 Number of Stores: 28

2012 Store Openings: 1

2012 Square Footage: 75,000

Employees: 750

Key Executives: Mike Gotfredson, Founder & President

Contact Information: 5549 Copley Drive,

San Diego, CA 92111; 858.974.4200; roadrunnersports.com



90.

LUCY

Lucy, a performance apparel company for active women, unveiled a fresh new retail concept in Keystone, IN this May. Focused on fit and performance, Lucy Keystone will feature signature rotating mannequins, community-based partnerships, and an inviting and energetic design. Lucy plans to open new retail locations to reflect this concept in Chestnut Hill, MA and Los Gatos, CA in 2013. VF Corp. acquired Lucy in 2007.

Total 2012 Sales: \$90 million

Total 2011 Sales: \$85 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 58

2012 Store Openings: 1

2012 Square Footage: n/a

Employees: n/a

Key Executives: Mark Bryden, President Lucy Activewear; Steve Rendle, President VF Corp's Outdoor Americas Coalition

Contact Information: 2701 Harbor Bay Pkwy, Suite 250, Alameda, CA 94502; 510.864.5400; lucy.com



91.

SUN & SKI SPORTS

The specialty sports store, Sun & Ski Sports, focuses on snow sports (ski and snowboard), bicycling, running and water sports - and prides itself on its extra services such as its bike technicians, gait analysis for runners, and its certified boot fitters. Two new stores opened in 2012 (Woburn, MA and Charlotte, NC). Barry Goldware, who founded the chain as Tennis & Ski Warehouse in 1980, retired in December 2012.

Total 2012 Sales: \$88.8 million

Total 2011 Sales: \$87.8 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 30

2012 Store Openings: 2

2012 Square Footage: 18,800 (Average)

Employees: 600

Key Executives: Frank Stanley, Co-CEO & CFO; Steve Rath, Co-CEO & COO

Contact Information: 10560 Bissonnet Street, Suite 100, Houston, TX 77099; 281.340.5000; sunandski.com

92.

QUIKSILVER

Quiksilver concept stores are an important part of its global retail strategy. These stores are stocked primarily with Quiksilver and Roxy product, and their proprietary design demonstrates each brand's history, authenticity and commitment to surfing and other board-riding sports.

Total 2012 Sales: \$88 million

Total 2011 Sales: \$105 million

Comparable Store Sales Change: -10%

2012 Sales Online: \$15 million

2012 Number of Stores: 110

2012 Store Openings: Closed 7

2012 Square Footage: 300,000

Employees: 2,000

Key Executives: Bob McKnight, CEO; Joe Sirocco, CFO

Contact Information: 15202 Graham Street,

Huntington Beach, CA 92649; 714.889.2200;

quiksilver.com



93.

CITY SPORTS

City Sports, celebrating its 30th anniversary in 2013, hired Edward Albertian in September 2012 as its new president and CEO. Albertian, most recently was president and COO of Trans National Group, and previously held leadership positions at Staples and the Star Market chain. In 2012, City Sports opened its first store in downtown Burlington, VT. In March 2013, City Sports opened its third New York City store, which is its largest retail location to date at approximately 11,000 square feet. Its Chestnut Hill location was also relocated in March 2013 to a 9,200 square-foot store featuring new and expanded departments for women's apparel, footwear, youth and team sports. The urban-chain focuses on running, triathlons, training, cycling, swimming, yoga and tennis.

Total 2012 Sales: \$85 million

Total 2011 Sales: \$80 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 21

2012 Store Openings: 1

2012 Square Footage: 8,000 (Average)

Employees: n/a

Key Executives: Edward Albertian, President & CEO;

Andrew Almquist, CFO

Contact Information: 77 N. Washington Street,

Boston, MA 02114; 617.391.9100; citysports.com

94.

SNEAKER VILLA

In January 2013, Goode Partners acquired ownership interest in Sneaker Villa, the Philadelphia-based urban footwear chain. Since its first store opened in 1989, the company has grown to over 50 units in several key Northeastern and Midwestern markets, more than doubling its store base since the beginning of 2012. Sneaker Villa expects to continue its rapid growth over the next several years with additional store openings in new and existing markets. Major cities where it operates multiple locations include Philadelphia, (11 stores); Chicago, (eight); Cleveland, (five); Pittsburgh and Syracuse, (two each).

Total 2012 Sales: \$60 million

Total 2011 Sales: \$55 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 51

2012 Store Openings: 15

2012 Square Footage: n/a

Employees: n/a

Key Executives: Jason Lutz, CEO; Larry Long, CFO; Joe Bryant, VP of Retail

Operations; Patrick Walsh, VP of Marketing; Jared Sadlowski VP of Real Estate

Contact Information: 1926 Arch Street, Philadelphia, PA 19103;

610.374.5674; ruvilla.com



95.

PARAGON SPORTS

A favorite of both locals and tourists, Manhattan's legendary Paragon Sports, covers four floors across more than 50,000 square feet and offers everything from running gear and children's sportswear to boxing and home fitness equipment. The golf and tennis departments dominate the main floor in summer, while snowboards, soft shells, and ski equipment take over the same space in winter. Top brands include Icebreaker, Canada Goose, Patagonia, The North Face, Marmot, CW-X, Nike and Under Armour.

Total 2012 Sales: \$55 million

Total 2011 Sales: \$55 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 1

2012 Store Openings: 0

2012 Square Footage: n/a

Employees: n/a

Key Executives: Bruce Blank, President & CEO; Bob Gilman, COO

Contact Information: 867 Broadway, New York, NY 10003; 212.255.8036; paragonssports.com

96.

RON JON SURF SHOP

Ron Jon's Surf Shop, once known primarily as a place where Florida tourists could stop to load up on T-shirts and other souvenirs, has morphed into one of the largest board sports' retailers on the East Coast. The company, which opened its ninth store in Clearwater, FL in May 2012, now operates seven stores along Florida's coasts as well as Key West, Myrtle Beach and the Jersey Shore. In March 2013, Ron Jon launched the Beach 'N Boards Fest from its 52,000-square-foot flagship store in Cocoa Beach. The "eco-conscious board sports, film and music event" is designed to promote surf, skate, skim, wake-skate, paddle and kite boarding with exhibitions, collegiate and junior pro competitions and is marketed as an alcohol-free alternative for collegiate Spring breakers.

Total 2012 Sales: \$53 million

Total 2011 Sales: \$50 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 10

2012 Store Openings: 1

2012 Square Footage: 138,000

Employees: 350

Key Executives: Debbie Harvey, President & COO

Contact Information: 3850 S. Banana River Blvd., Cocoa Beach, FL 32931; 321.799.8888; ronjons.com

T-97.

PRO IMAGE SPORTS

Pro Image Sports is the nation's largest licensed sports apparel gift shop with franchises coast-to-coast. In 2011, "Sports" was added to the end of the company's name as part of a logo change. It was founded in June 1985 in Salt Lake City, UT.

Total 2012 Sales: \$52 million

Total 2011 Sales: \$44 million

Comparable Store Sales Change: +6%

2012 Sales Online: n/a

2012 Number of Stores: 96

2012 Store Openings: 16, Closed 2

2012 Square Footage: n/a

Employees: n/a

Key Executives: Dave Riley, CEO; Ryan Laws, President; Bill Townsend, VP; Matt Mackay, Franchise Manager;

Jake Rile, Franchise Manager

Contact Information: 233 N. 1250 W. Suite 200, Centerville, UT 84014; 888.477.6326; proimage.net



99.

DR. JAYS

Dr. Jay's legacy began in 1975 in the South Bronx section of New York. Hip-hop had its origins in the same neighborhood around the same time that Dr. Jay's opened its first doors.

Total 2012 Sales: \$45 million

Total 2011 Sales: \$50 million

Comparable Store Sales Change: -10%

2012 Sales Online: \$12 million

2012 Number of Stores: 20

2012 Store Openings: 0

2012 Square Footage: 100,000

Employees: 400

Key Executives: Elliott Betesh, CEO;

Darlene Sauder, CFO

Contact Information: 19 W. 34th Street, New York, NY 10001; 212.239.3355; drjays.com

T-97.

CHRISTY SPORTS

The ski and snowboard retailer, Christy Sports, which covers the Rocky Mountain region, did not open any stores in 2012 after a difficult 2011 due to warm weather. The most recent winter started off slow but more than arrived in the latter part of the season as well as early spring. Its partnership with Skiset, Europe's largest ski and snowboard rental network, formed in late 2011 to create the largest worldwide ski and snowboard rental network, continues to expand with Christy handling North American rentals. Christy Sports in mid-April held its second annual Patio Furniture Clearance Sales Event to kickoff spring selling and in August will hold its fifth annual Powder Daze Event to herald the start of its winter season. About two-thirds of the Colorado-based, family-owned company's shops are centered in skiing hot spots such as Snowmass, Crested Butte, Steamboat Springs and Vail.

Total 2012 Sales: \$52 million

Total 2011 Sales: \$50 million

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 48

2012 Store Openings: 0

2012 Square Footage: 20,000 (Average)

Employees: n/a

Key Executives: Patrick O'Winter, CEO; Keith Liefer, COO; Dan Fox, Front Range Operations Director; Gordon Wade, Director of E-Commerce;

Bob Dapper, Director of Mountain Operations; Brian Sullivan, Regional Manager of Summit County and Winter Park; Liz Avery, CFO

Contact Information: 1105 West 8th Avenue, Suite 102, Lakewood, CO 80215; 303.323.6143; christysports.com

100.

THE ATHLETE'S FOOT

In December 2012, The Athlete's Foot was acquired by Intersport Intl. Corp., the Switzerland-based retail giant with 5,400 retailers across 42 countries. With the acquisition, Intersport expanded its presence to 63 countries, including for the first time having a presence in the U.S., South America and Australia. Globally, The Athlete's Foot has 430 stores in 27 countries including the U.S., Mexico, Peru, the United Arab Emirates, Kuwait, Indonesia, the Philippines, Australia and New Zealand, Portugal, Denmark and Russia. In the U.S., its presence has shrunk considerably since being established in the seventies as the first franchisor of athletic footwear stores.

Total 2012 Sales: \$25 million (U.S.)

Total 2011 Sales: \$80 million (U.S.)

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2012 Number of Stores: 27 (U.S.)

2012 Store Openings: 0, Closed 50 (U.S.)

2012 Square Footage: 2,000 (Average)

Employees: n/a

Key Executives: Franz Julen, Intersport CEO

Contact Information: 3200 Windy Hill Road SE, Suite 175E, Atlanta, GA 30339; franchise.info@theathletesfoot.com; theathletesfoot.com ■

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- 18-20 Licensing International Expo
Las Vegas, NV
- 26-28 TAG Spring/Summer Show
St. Charles, MO
- 27-29 Sports Inc. Athletic Show
Denver, CO

JULY

- 9-10 TAG Summer Show
St. Charles, MO
- 10-12 BCA International Billiard & Home
Recreation Expo
Friedrichshafen, Germany
- 11-14 European Outdoor Trade Fair
Friedrichshafen, Germany
- 12-14 A.D.A. Spring Show
Milwaukee, WI
- 16-18 ASI Chicago
Chicago, IL
- 17-19 NBS Specialty Outdoor Market
Fort Worth, TX
- 18-19 NBS Summer
Athletic Specialty Market
Fort Worth, TX
- 31 Outdoor Retailer Open Air Demo
Salt Lake City, UT

AUGUST

- 1-4 Outdoor Retailer Summer Market
Salt Lake City, UT
- 1-4 SGB Active Lifestyle Investors
Conference
Salt Lake City, UT
- 8-10 Sports Inc. Outdoor Show
Denver, CO
- 17-19 Atlanta Shoe Market
Atlanta, GA

SEPTEMBER

- 8-10 NBS Fall Semi-Annual Market
Fort Worth, TX
- 18-20 Interbike International Trade Expo
Las Vegas, NV
- 30-2 OIA Rendezvous
San Diego, CA

OCTOBER

- 7-8 The Retailing Summit
Dallas, TX
- 15-17 SGB Sports & Technology
Convergence
Palo Alto, CA

NOVEMBER

- 1-3 NBS Fall Athletic Market
Austin, TX
- 5-7 TAG Fall/Winter Show
St. Louis, MO
- 15-17 A.D.A. Fall Show
San Antonio, TX
- 24-26 Sports, Inc. Athletic Show
Las Vegas, NV

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Athletic Dealers of America
1395 Highland Avenue
Melbourne, FL 32935
t 321.254.0091
f 321.242.7419
athleticdealersofamerica.com

National Shooting Sports Foundation
Flintlock Ridge Office Center
11 Mile Hill Road
Newtown, CT 06470
t 203.426.1320
f. 203.426.1087
nssf.org

National Sporting Goods Association
1601 Feehanville Drive / Suite 300
Mount Prospect, IL 60056
t 847.296.6742
f 847.391.9827
nsga.org

Nation's Best Sports
4216 Hahn Blvd.
Ft. Worth, TX 76117
t 817.788.0034
f 817.788.8542
nbs.com

Outdoor Industry Association
4909 Pearl East Circle / Suite 300
Boulder, CO 80301
t 303.444.3353
f 303.444.3284
outdoorindustry.org

Sports & Fitness Industry Assoc.
8505 Fenton Street
Silver Spring, MD 20910
t 301.495.6321
f 301.495.6322
sfia.org

Snow Sports Industries America
8377-B Greensboro Drive
McLean, VA 22102
t 703.556.9020
f 703.821.8276
snowsports.org

Sports, Inc.
333 2nd Avenue North
Lewistown, MT 59457
t 406.538.3496
f 406.538.2801
sportsinc.com

Sports Specialists Ltd.
590 Fishers Station Drive / Suite 110
Victor, NY 14564
t 585.742.1010
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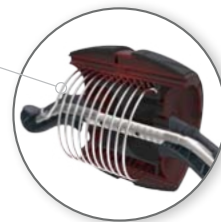
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