

SGIB

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JUNE 23, 2014

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE SPORTING GOODS INDUSTRY

2014

RETAIL TOP



Americas Top Retail Power
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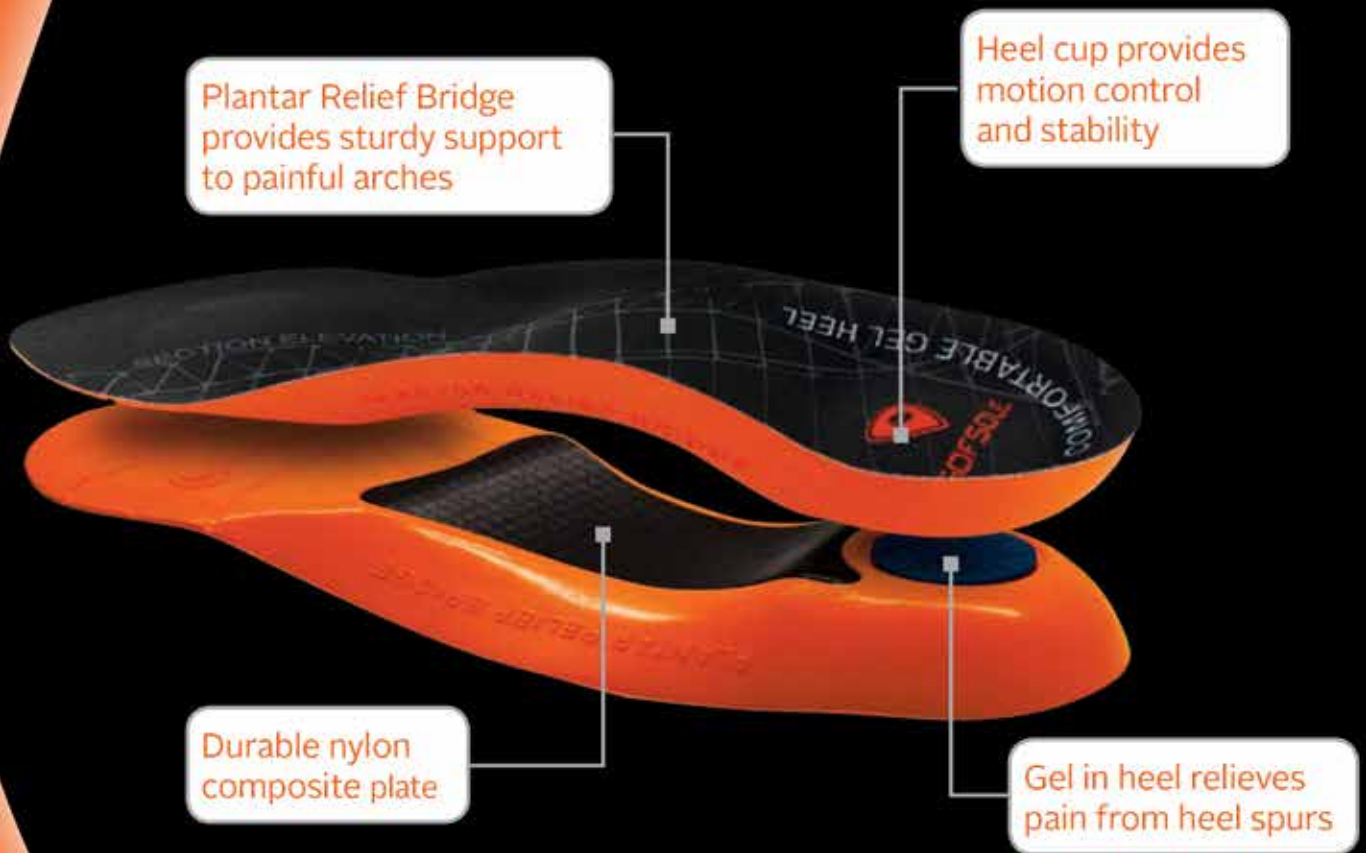
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2014
RETAIL TOP

100

By Thomas J. Ryan
and Charlie Lunan

SGB ranks
the 100 top
U.S. sporting
goods retailers
in 2013



The mantra from Kevin Costner's character in *Field of Dreams*, Ray Kinsella, seems to be embraced by many retailers in the sporting goods industry who have re-focused their attention toward expansion after taking a breather following the recession in 2008 and 2009.

Among full-line stores, Dick's Sporting Goods has by far the most ambitious growth target, having established its goal last year to open more than 800 Dick's Sporting Goods stores by 2017, up from 558 at the close of 2013. Academy Sports + Outdoors, acquired by Kravis, Roberts & Co. in 2011, continues to steadily expand from its home base in Texas with plans to enter Indiana and Kentucky this year. Both Hibbett Sports and Big 5 continue to find opportunities in smaller markets.

The hunt & fish channel is seeing robust expansion led by Cabela's, Bass Pro, Gander Mountain and the newly public Sportsman's Warehouse.

Field & Stream, Dick's Sporting Goods' new concept, made a promising debut in 2013.

The run specialty channel is also undergoing a rapid consolidation, led by Finish Line's Run Specialty Group and Fleet Feet. BSN once again is rapidly snapping up team dealers across the country while LIDS has found fresh expansion opportunities with its LIDS Locker Room and LIDS Clubhouse concepts in the fan apparel space. Despite its recent challenges, Lululemon is accelerating its expansion with CEO Laurent Potdevin while Athleta, owned by Gap, Inc., appears bent on catching up. Also touting aggressive square footage goals are many players in the family footwear channel, led by DSW and Shoe Carnival, and action sports chains such as Zumiez and Tilly's.

E-commerce overall continues to present challenges for brick & mortar stores but it also has presented opportunities more recently for others with many of the chain's placing major investments in e-commerce and their omni-channel capabilities. Amazon has emerged as a primary channel for sporting goods not only on its accord but also for third-party sellers. Fanatics is extending its lead as the world's largest retailer of officially licensed sports merchandise.

For their part, vendors aren't slowing down their roll out of stores either with many partnering with full-line and mall athletic specialty stores with innovative in-store concepts.

Not everybody's growing feverishly. Many regional full-line sporting goods chains are only opening a handful of stores a year. Growth has slowed for many department stores, mall-based specialty chains targeting teens in general, urban chains, and many in the golf sector.

Thankfully, all these openings in likely competitor's territories so far has not led to a pileup of casualties. Edwin Watts, which filed for bankruptcy in January, closed approximately 45 stores but then the remaining 45 were quickly sold to Worldwide Golf, based in Santa Ana, CA. But the wholesale closings that have periodically waylaid the industry – such as Herman's Sporting Goods in the nineties and a host of superstores – Just for Feet, Sportsmart, Sportstown, Jumbo Sports, etc. – early in the last decade – haven't struck lately. While mass liquidations certainly cause some short-term disruption, they also ease competitive pressures for those left standing – at least for a while.

The International Council of Shopping Centers reported that shopping mall space per capita in the U.S. has reached 23.8 square feet per person. This compares with five square feet per person in the U.K., 3.9 square feet per person in Japan and 2.7 in Germany. While sporting goods categories are supported by many solid fundamentals, including a healthy appetite for active lifestyles, the 2013 SGB Retail Top 100 report reveals that expansion isn't slowing down in 2014. The larger footprints will continue to keep competition across the industry very keen.

Figures reported in the SGB Retail Top 100 are for retail volume in the U.S. and come from a variety of sources inside and outside the respective companies. Some figures represent estimates. In certain instances, SGB chose to report market estimates over figures reported by the company itself, believing those estimates to be more accurate. Unless otherwise noted, figures include sales from brick-and-mortar, catalog and Internet operations and represent U.S. sales.

1.

WALMART

On February 1, Doug McMillon, who formerly ran WalMart International, became the fifth CEO in Walmart's history, following the retirement of Mike Duke. McMillon started his more than two-decade career at the world's largest discounter as a sporting goods buyer trainee. Walmart is a major outlet in the mass channel, but its sales growth has slowed in recent years alongside the incomes of its core customers. In activewear, WalMart U.S. introduced the Russell brand to departments last year. Other leading labels include Danskin Now, Hanes, Fruit of the Loom and Starter. In athletic footwear, it brought in Avia last year with its mix also including Dr. Scholl's, OP (Ocean Pacific), Airspeed and FUBU.

Total 2013 Sales: \$9.3 billion (U.S., Athletic only)

Total 2012 Sales: \$9.1 billion (U.S., Athletic only)

Comparable Store Sales Change: -0.6% (U.S., chainwide)

2013 Sales Online: n/a

2013 Number of Stores: 4,203 U.S. (3,288 Supercenters, 508 Discount, 407 Neighborhood Markets)

2013 Store Openings: 198

2013 Square Footage: 659.1 million

Employees: 1.2 million (U.S.)

Key Executives: Doug McMillon, President & CEO, WalMart Stores, Inc.; Bill Simon, President & CEO, Walmart U.S.; Duncan MacNaughton EVP, Chief Merchandising & Marketing Officer, Walmart U.S.

Contact Information: 702 S.W. 8th Street, Bentonville, AK 72716; 800.925.6278; walmart.com



2.

DICK'S SPORTING GOODS

Expansion efforts will be ramped up further in 2014 with plans to open approximately 50 Dick's Sporting Goods flagship stores. By 2017, the company is looking to grow its sales to \$10 billion, increase its operating margins to 10.5 percent, and expand the number of Dick's Sporting Goods stores to over 800. E-commerce sales are projected to reach \$1.1 billion by 2017. Inside its stores, Dick's is reallocating floor space to devote more square footage to growing high-margin, in-demand categories such as women's and youth apparel. It's also partnering with many of the industry's premier brands to offer a highly differentiated assortment that includes unique products and exclusive vendor shops. At the end of 2013, it operated 285 Nike, 238 Under Armour and 90 The North Face in-store brand shops.

Total 2013 Sales: \$6.0 billion (Dick's Sporting Goods chain)

Total 2012 Sales: \$5.6 billion

Comparable Store Sales Change: +2.4%

2013 Sales Online: \$480 million

2013 Number of Stores: 558

2013 Store Openings: 40

2013 Square Footage: 30 million

Employees: 34,300 (11,200 full-time; 23,100 part-time, companywide)

Key Executives: Ed Stack, Chairman & CEO; Joe Schmidt, President & COO; André Hawaux, EVP Finance, Administration & CFO; John Duken, EVP Global Merchandising; Lauren Hobart, SVP & Chief Marketing Officer; Michele Willoughby, EVP Inventory, Supply Chain and E-commerce

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





3. TARGET

On May 5, Gregg Steinhafel resigned as chairman and CEO after an embarrassing breach during the 2013 holiday season that led to the theft of credit-card data for 40 million customers and fourth-quarter sales decline. Target has also been criticized by analysts for botching its expansion into Canada and a consensus is building that its cheap-chic formula is getting tired. C9 by Champion has become a billion dollar brand for Target and a 3,000 square-foot, stand-alone C9 Active Apparel store opened in late 2012 in San Francisco next to a CityTarget, its smaller metro concept. Shaun White and Converse One Star are other exclusives in the athletic space. Dickies has become its major outdoor boot brand.

Total 2013 Sales: \$4.2 billion (Athletic only)

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

Comparable Store Sales Change: -0.4%

2013 Sales Online: n/a

2013 Number of Stores: 1,793

2013 Store Openings: 19, Closed 4

2013 Square Footage: 240.0 million

Employees: 366,000

Key Executives: Roxanne Austin, Interim Chairman; John Mulligan, Interim President & CEO, CFO; Jeffrey Jones II, EVP & Chief Marketing Officer; 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+OUT- DOORS

Academy Sports + Outdoors, acquired by Kravis, Roberts & Co. in 2011, matched its record-breaking store opening pace in 2013. The company opened 16 new stores including its first in Charlotte, NC; Kansas City, KS; and Memphis, TN. It also relocated one store and completed 17 renovations with zero closures. Academy has established new partnerships with University of Florida, Florida State University, Kansas University, Kansas State University, University of Missouri, the Kansas City Royals, University of North Carolina, the Carolina Panthers, University of Memphis and Vanderbilt University. Plans call for opening approximately 18 stores in 2014, including entering Indiana and Kentucky for the first time.

Total 2013 Sales: \$3.9 billion

Total 2012 Sales: \$3.5 billion

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 172

2013 Store Openings: 17, Relocated 1

2013 Square Footage: 65,000 (Average)

Employees: 21,500+

Key Executives: Rodney Faldyn, CEO & President; Robert Frennea, EVP & Chief Merchant Officer; Ken Attaway, EVP & COO

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

T-5. BASS PRO SHOPS

Bass Pro Shops plans to open six-to-ten mega-stores a year as part of its aggressive expansion plans. In 2013, it opened stores in Tallahassee, FL.; Utica, NY; Port St. Lucie, FL.; Palm Bay, FL.; Little Rock, AK; and Colorado Springs, CO. For 2014, stores have already opened in Cary, NC and Hooksett, NH. Other store locations scheduled to open in 2014 include: Anchorage, AK; Bristol, TN; Tacoma, WA; Niagara-on-the-Lakes, Ontario, Canada. Other locations set to open between 2015 and 2017 include: Memphis, TN; Atlantic City, NJ; Round Rock, TX; Moncton and New Brunswick, Canada; Loveland, CO; San Jose, CA.; Rocklin, CA.; Brandon (Tampa), FL.; Bridgeport, CN.; North Charleston, SC; St. John's County (Jacksonville), FL.; Sayreville, NJ; Daytona, FL.; Emerson (Cartersville), GA; Vancouver, British Columbia, Canada; Kanata (Ottawa), Ontario, Canada; Decatur, AL; Spartanburg County, SC; and West Chester, OH. The hunt and fish megastore estimates more than 116 million people visit its stores across America and Canada annually and that its customers on average drive more than 50 miles to reach its store where they shop for an average of 2.5 hours.

Total 2013 Sales: \$3.5 billion

Total 2012 Sales: \$3.3 billion

Comparable Store Sales Change: n/a

2012 Sales Online: n/a

2013 Number of Stores: 85 (North America, including Bass Pro and Tracker Marine Centers)

2013 Store Openings: 6

2012 Square Footage: n/a

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



T-5.

THE SPORTS AUTHORITY

In June, Michael Foss was appointed CEO, following the retirement of Darrell Webb. Foss, who has served on The Sports Authority's board since 2009, previously served as EVP and CFO of Petco Animal Supplies. Since taking over, Foss has focused on beefing up its leadership team, customer service levels and inventory and logistic practices to address customer complaints of understocks. The Sports Authority is remodeling stores to make them lighter, allocating more space to high-demand categories such as athletic apparel and team gear and adding in-store shops from top brands like Nike, Under Armour, The North Face and Adidas. The Sports Authority expects to open more stores in 2014 than 2013.

Total 2013 Sales: \$3.5 billion

Total 2012 Sales: \$3.45 billion

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 486 (478 The Sports Authority, 9 S.A. Elite by Sports Authority)

2013 Store Openings: 12; Remodeled 35

2013 Square Footage: 19.5 million

Employees: 15,799

Key Executives: Michael E. Foss, CEO; Stephen Binkley, EVP & Chief Merchandising Officer; Paul Gaudet, EVP, Store Operations; Jeremy Aguilar, EVP and CFO; Paul M. Okimoto, SVP & Chief Marketing Officer

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

7.

CABELA'S

Cabela's 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 cavernous legacy stores and has pegged its profitability to increasing penetration of its private labels, which generate about \$800 million in annual revenue. Sales of Cabela's-branded product reached 58.7 percent



of softgoods and footwear sales in the first quarter of 2014. The company derived 51.0 percent of its merchandise sales last year from hunting equipment, 26.8 percent from general outdoors and 22.2 percent from clothing and footwear.

Total 2013 Sales: \$3.21 billion (merchandise sales)

Total 2012 Sales: \$2.78 billion

Comparable Stores Sales Change: +3.9 percent

2013 Sales Online:(E-commerce and Catalog): \$973.6 million (+4.6 percent)

2013 Number of Stores: 50

2013 Store Openings: 10

2013 Square Footage: 5.9 million (up 15 percent)

Employees: 16,400

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

8.

NIKE

Nike continues to operate a handful of Nike-Towns in New York, San Francisco, Seattle, Los Angeles, and Chicago, but its major expansion focus is on its Category Experience Stores that are smaller and focus on key categories, whether Running, Global Football, or Basketball. Running has been its focus with two Nike Run stores in New York City and one each in Westchester, NY; Westport, CN; Chicago, IL; San Diego, CA; Stanford, CA; Newport Beach, CA; Los Angeles, CA; Costa Mesa, CA; Seattle, WA; Eugene, OR; and one in the Portland Airport. Nike.com's global sales grew more than 32 percent in fiscal 2014 thanks in part to the popular NIKEiD customization tool. Nike is using much of what its learning to create concepts with its wholesale partners. Collaborations include House of Hoops with Foot Locker, Nike Track Club with Finish Line and Nike Fieldhouse with Dicks' Sporting Goods. In its fiscal third-quarter ended February 28, Nike's North America Nike Brand direct-to-consumer revenue grew 19 percent to \$761 million, driven by 8 percent comp store sales growth and the addition of new stores.

Total 2013 Sales: \$2.5 billion (North America, fiscal year ended May 31, 2013)

Total 2012 Sales: \$2.1 billion (North America)

Comparable Store Sales Change: +15% (North America)

2013 Sales Online: \$540 million (global)

2013 Number of Stores: 204 (171, Nike Brand Factory; 33, Nike Brand In-Line)

2013 Store Openings: 20 (15 Factory; 5 In-Line)

2013 Square Footage: n/a

Employees: n/a

Key Executives: Mark Parker, President & CEO, Nike, Inc.; Trevor Edwards, President, Nike Brand; Charlie Denson, President Nike Brand; Christiana Shi, President, Direct-to-Consumer, Nike, Inc.

Contact Information: One Bowerman Drive, Beaverton, OR 97005; 503.671.6453; nike.com



9.

AMAZON

Amazon's has emerged as a primary channel for sporting goods not only on its own account, but also for third-party sellers such as brands and retailers. The company lists 51 "Top Sellers" in its Sports & Outdoors Clothing department, including a handful of independent specialty dealers who say Amazon is their fastest growing online sales channel. The number of sellers using Fulfillment by Amazon (FBA) increased 65 percent in 2013 and three out of four said their unit sales on the site grew more than 20 percent after joining FBA. Massive scale and technological prowess assure Amazon will continue driving innovation and disruption. For instance, the company estimates it now photographs an average of 10,413 footwear and apparel products every day at its new 40,000-square-foot studio in Brooklyn, NY. In 2013, more than half the company's revenue was earned in jurisdictions where it collected sales tax or its equivalent.



Jeff Bezos, Founder, Chairman, President & CEO, Amazon

Total 2013 Sales: \$2.1 billion (U.S. Outdoor/Athletic only - excludes Zappos)

Total 2012 Sales: \$1.6 billion (U.S., Outdoor/Athletic only - excludes Zappos)

Comparable Store Sales Change: 24%

2013 Sales Online: \$2.1 billion

2013 Number of

Stores: n/a

2013 Store Openings: n/a

2013 Square Footage: 84.6 million (dedicated to fulfillment and data centers)

Employees: 117,300 (U.S. only full- and part-time)

Key Executives:

Jeff Bezos, Founder, Chairman of the Board, President & CEO; Jeffrey A. Wilke, SVP Consumer Business;

Patrick Bigatel, GM, Outdoor Recreation (Hardgoods and Apparel); Natasha Chand, GM, Sporting Goods (Hardgoods and Apparel)

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

T-10.

RECREATIONAL EQUIPMENT, INC. (REI)

2013 brought several important changes for the retailer, which remains the nation's largest retail co-operative and perhaps its most potent advocate for human-powered outdoor recreation. The company celebrated its 75th anniversary by growing revenue at its adventure travel and outdoor school by 15 and 25 percent respectively, hiring Jerry Stritzke as its new CEO and ending its renowned lifetime warranty. Stritzke appointed new marketing and merchandising executives in January, 2014. While REI is facing mounting competition from Amazon.com, Backcountry.com and even hook-and-bullet retailers like Cabela's, its scale, generous support of local non-profits, conservation projects and sophisticated fulfillment and marketing capabilities make it the go-to retailer for many outdoor brands. It also remains influential in Washington D.C., where Stritzke's predecessor, former REI CEO Sally Jewell, serves as the nation's 51st Secretary of the Interior.

Total 2013 Sales: \$ 2.0 billion

Total 2012 Sales: \$1.93 billion

Comparable Store Sales Change: +2.9, including Internet

2013 Sales Online: n/a

2013 Number of Stores: 132

2013 Store Openings: 5

2013 Square Footage: n/a

Employees: 11,000

Key Executives: Jerry Stritzke, CEO; Eric Artz, CFO; Tim Spangler, SVP Retail; Annie Zipfel, VP Marketing; Susan Viscon, VP Merchandising

Contact Information: 6750 South 228th Street, Kent, WA 98032; 253.395.3780; rei.com



T-10.

FOOT LOCKER

The flagship Foot Locker chain – described internally as “Sneaker Central” – has benefited from an extensive remodeling program in an effort to further differentiate its mix from the company's other banners as well as it closing unproductive locations and a rebound in the basketball footwear category. Kids, Foot Locker's strongest category over the last year, benefited from remodels, with a new in-store shop with Nike, Kids Fly Zone doing well. Lady Foot Locker continues to be a struggle as it shifts away from its traditional lifestyle positioning towards fitness and performance, but its SIX:02 prototype and another format emphasizing more apparel has shown promise. Globally, Foot Locker operates 139 House of Hoops, primarily a shop-in-shop concept, selling premier basketball inspired products.

Total 2013 Sales: \$2.0 billion

Total 2012 Sales: \$1.9 billion

Comparable Store Sales Change: +5%

2013 Sales Online: n/a

2013 Number of Stores: 1637 (1,044 Foot Locker U.S., 257 Lady Foot Locker, 336 Kids Foot Locker).

2013 Store Openings: 46 (7 Foot Locker U.S., 8 Lady Foot Locker, 31 Kids Foot Locker); Closed 89 (35 Foot Locker U.S., 54 Lady Foot Locker)

2013 Square Footage: 3.3 million

Employees: 22,000

Key Executives: Ken Hicks, Chairman & CEO, Foot Locker, Inc.; Richard Johnson, COO, Foot Locker, Inc.; Lauren Peters, CFO, Foot Locker, Inc.; Stephen Jacobs, President & CEO, Foot Locker/Lady Foot Locker/Kids Foot Locker/Footaction; Natalie M. Ellis, VP & General Manager, Lady Foot Locker/SIX:02

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





12.

THE FINISH LINE

Executives said that The Finish Line is starting to see benefits from a comprehensive strategy laid out three years ago to transform it into a leading multidivisional omnichannel retailer. The investments include upgrades to the front and back end of its digital platform and launching new mobile solutions. Handheld devices have been given to store associates to speed customer checkout, sign up loyalty customers and drive incremental sales. Comparable store sales in its digital channel increased 15.1 percent in its last fiscal year. At the end of its fiscal year, The Finish Line had branded shops in 185 Macy's stores and managed the athletic footwear department in another 477 Macy's stores and at macys.com. The company plans to open 15 new Finish Line stores and close 10 as well as open Finish Line shops in 220 additional Macy's doors in 2014. Of Finish Line Brands' sales, \$1.29 billion came from brick & mortar, \$209 million from digital, and \$119.4 million from in-store shops inside Macy's.

Total 2013 Sales: \$1.62 billion (fiscal year ended March 1, 2014)

Total 2012 Sales: \$1.42 billion

Comparable Store Sales Change: +4.2%

2013 Sales Online: \$209 million

2013 Number of Stores: 645

2013 Store Openings: 18, Closed 18

2013 Square Footage: 3.5 million

Employees: 12,600 (companywide)

Key Executives: Glenn Lyon, Chairman & CEO; Samuel Sato, President, Finish Line Brand; Steve Schneider, EVP Strategic Initiatives; Mark S. Landau, EVP & Chief Business Development Officer

Contact Information: 3308 N. Mitthoeffer Road, Indianapolis, IN 46235; 317.899.1022; finishline.com

13.

LULULEMON ATHLETICA

In December, Laurent Potdevin was appointed CEO succeeding Christine Day, who had announced intentions to resign not long after an expensive and very public recall in 2013 of one of its most popular pant styles for being too sheer. Potdevin, the former president of Toms Shoes and CEO of Burton Snowboards, plans to accelerate global expansion while recommitting the chain to high-quality design and exceptional customer service. Luring more male shoppers is also its focus, including expanding the men's space in certain stores and opening the first dedicated men's store in 2016. For 2014, it plans to open 39 new stores in North America, including ten Ivivva locations catering to girls, and two stores in Australia and London.

Total 2013 Sales: \$1.59 billion

Total 2012 Sales: \$1.36 billion

Comparable Stores Sales Change: +7%

2013 Sales Online: \$262 million

2013 Number of Stores: 254 (242 Lululemon - 171 in the U.S., 54 in Canada, 25 in Australia, 4 in New Zealand; and 12 Ivivva)

2013 Store Openings: 43 (36 in the U.S., 3 in Canada, 2 in Australia and 2 in New Zealand)

2013 Square Footage: 734,000

Employees: 7,622 (4,166 in the U.S.)

Key Executives: Laurent Potdevin, CEO; Delaney Schweitzer, EVP Retail Operations North America; Tara Poseley, Chief Product Officer; John Currie, CFO; Laura Klauberg, SVP Brand & Community

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





14. L.L.BEAN

L.L.Bean reported flat sales in 2013, but turned in its fourth consecutive year of profit growth and its most profitable year since it began operating stores outside of its home state of Maine. The company now earns a majority of its revenue online, where it continues to set standards for customer service just as it did with its catalog business for decades. After a host of lean years during the recession, CEO Chris McCormick said the time has come to again focus on growth and grabbing market share. The family-owned company plans to invest \$100 million to enhance its IT and E-commerce systems and building new stores, McCormick, who became the first outsider to hold the CEO post in 2000, announced this spring he would retire in 2016 to make way for a new leader.

Total 2013 Sales: \$1.56 billion

Total 2012 Sales: \$1.52 billion

Comparable Store Sales Change: n/a

2013 Sales Online: \$750 million +

2013 Number of Stores: 95 (23 U.S.; 19 Japan; 53 China, 10 outlet)

2013 Store Openings: 1

2013 Square Footage: 975,000 (U.S.)

Employees: 5,000

Key Executives: Shawn Gorman, Chairman; Leon Gorman, Chairman Emeritus; Chris McCormick, President & CEO; Tom Armstrong, SVP & Chief Merchandising Officer; Steve Fuller, SVP & Chief Marketing Officer; Mark Fasold, SVP & CFO.

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



15. KOHL'S

Kohl's sales were hurt in recent years due to a shift away from national brands to a focus on more exclusive brands; i.e., Jennifer Lopez and Daisy Fuentes. The department-store operator is renewing its emphasis on national brands such as Nike, Adidas, Levi's and Converse to bolster sales. In what it promises to be one of the largest men's launches in its history, Izod will be introduced to Kohl's in Fall 2014. Kohl's private-label and exclusive brands accounted for 52 percent of its revenues in 2013 and included Fila Sport, Grand Slam, Chaps, C-Buk by Cutter & Buck, Tek Gear and Sonoma on the athletics side. It expects to open six stores in 2014.

Total 2013 Sales: \$1.47 billion (Athletic only)

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

Comparable Store Sales Change: -1.2%

2013 Sales Online: n/a

2013 Number of Stores: 1,158

2013 Store Openings: 12

2013 Square Footage: 88 million

Employees: 137,000

Key Executives: Kevin Mansell, Chairman, President & CEO; Don Brennan, Chief Merchandising Officer; Peggy Eskenasi, Senior EVP Product Development; Michelle Gass, Chief Customer Officer.

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

T-16. CHAMPS SPORTS

Comparable-store sales for Champs Sports in 2013 were negatively affected, in part, by the level of store remodeling projects which required temporary store closures. With an average size of 3,500 square feet, Champs – defined internally as “We Know Game” – is able to carry a much broader selection of athletic footwear, apparel, and sport lifestyle-inspired accessories than the flagship Foot Locker chain, which averages 2,400 square feet. In October 2012, Champs opened the first Nike Yardline in-store shop dedicated to football, and now has five shops.

Total 2013 Sales: \$1.2 billion

Total 2012 Sales: \$1.2 billion

Comparable Store Sales Change: -2%

2013 Sales Online: n/a

2013 Number of Stores: 542

2013 Store Openings: 6, Closed 3

2013 Square Footage: 1.9 million

Employees: 11,000

Key Executives: Ken Hicks, Chairman & CEO, Foot Locker, Inc.; Richard Johnson, COO, Foot Locker, Inc.; Lauren Peters, CFO, Foot Locker, Inc.; Bryon Milburn, President & CEO, Champs Sports

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





T-16

GANDER MOUNTAIN

Gander Mountain opened 10 new stores and remodeled 29 in 2013 as it continued its charge into the southern United States from its headquarters in St. Paul, MN. It continues to install its Firearms Super Centers in select markets and announced plans to open 15 more stores in 2014/15. The company also owns Overton's, the direct mail catalog for boating enthusiasts and is steadily growing its assortment of specialty brands such as Kuhl, Marmot, Mountain Hardwear and even action sports brands such as O'Neill and Quiksilver.

Total 2013 Sales: \$1.2 billion

Total 2012 Sales: \$1.1 billion

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 129

2013 Store Openings: 10

2013 Square Footage: 7.1 million

Employees: n/a

Key Executives: David Pratt, Chairman & CEO; Michael Owens, President & COO; Eric R. Jacobsen, EVP, General Counsel & Secretary; Steve Uline, EVP Marketing; Kerry D. Graskewicz, EVP & Chief Merchant.

Contact Information: 180 E. 5th Street, Suite 1300, St. Paul, MN 55101; 651.325.4300; overtons.com, threeforks.com and gandermountain.com

18.

COSTCO

Despite raising its basic annual membership fee in November 2011 by \$5 to \$55 - its first increase in five years - Costco has showed few signs of slowing down. The store's U.S. comps rose 6 percent in its fiscal year ended September 1, 2013, following gains of 6 percent in 2012 and 7 percent in 2011. About a quarter of Costco items change regularly, creating a "treasure hunt" atmosphere for shoppers. These items may include a range of game room, camping, golf, watersports and other big-ticket sports equipment items that Costco buyers secure hot deals on. Its one of the few retailers that sells a wide selection of proprietary athletic shoes, with its Kirkland signature line often selling below \$20. Globally, Costco plans to open 30 to 36 new warehouses in 2014, including 16 in the U.S., up from 26 globally in fiscal 2013. In 2013, it opened its first warehouses in Washington, D.C. and North Dakota (Fargo) respectively. New states set for store openings in fiscal 2014 include Louisiana (New Orleans) and South Dakota (Sioux Falls).

Total 2013 Sales: \$1.15 billion (Athletic only)

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

Comparable Store Sales Change: +6% (U.S.)

2013 Sales Online: n/a

2013 Number of Stores: 498 (362 U.S.)

2013 Store Openings: 26 (12 U.S.)

2013 Square Footage: 90.8 million (65.5 million U.S.)

Employees: 184,000 (132,000 U.S.)

Key Executives: 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.

JOURNEYS

On its fourth-quarter conference call, Bob Dennis, chairman, president and CEO of Genesco, Journeys' parent, said the teen footwear chain benefited in the fourth quarter, seeing a "solid gain" in casual, including boots, but its athletic business was "softer" due to a lack of a dominant new trends or key new product launches. Dennis expects Journeys' revenues "to be somewhat challenged" until the back-half of the year, when the chain gains "more visibility on positive fashion trends and the non-athletic casual product once again becomes a much bigger percentage of the mix." The company believes Journeys distinctive store formats, its mix of well-known brands and new product introductions and its experienced management team, provide significant competitive advantages. E-commerce remains a bright spot for Journeys, with sales ahead 18 percent in 2013. It plans to open approximately 17 new stores in 2014.

Total 2013 Sales: \$1.08 billion

Total 2012 Sales: \$1.11 billion

Comparable Store Sales Change: -2%

2013 Sales Online: n/a

2013 Number of Stores: 1,168 (827 Journeys, 174 Journeys Kidz, 50 Shi by Journeys, 117 Underground by Journeys)

2013 Store Openings: 11

2013 Square Footage: 2.2 million

Employees: 11,000 (Genesco, Inc.)

Key Executives: James Estepa, SVP Genesco, Inc. and President & CEO, Genesco Retail Group; Robert Dennis, President & CEO, Genesco, Inc.; James Gulmi, CFO, Genesco, Inc.

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



20.

MARMAXX (T.J. MAXX/MARSHALLS)

Marmaxx, owned by TJX Cos., surpassed the 2,000th store mark in 2013. With both off-price chains finding success by expanding into more rural and urban locations, locating stores closer to one another, and co-locating more T.J. Maxx and Marshalls stores, TJX's management sees the potential to grow Marmaxx to 3,000 - 400 more stores than its earlier estimate. TJX differentiates T.J. Maxx and Marshalls as follows: (1) different product assortments (including an expanded assortment of fine jewelry and accessories with a designer section called The Runway at T.J. Maxx, (2) a full line of footwear, (3) a broader men's offering, (4) a juniors' department called The Cube at Marshalls, and (5) in-store initiatives. A new E-commerce website, tjmaxx.com, was launched in 2013. In fiscal 2015, TJX expects to open approximately 75 new Marmaxx stores (net of closings).

Total 2013 Sales: \$1.05 billion (Athletic only)

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

Comparable Store Sales Change: +3%

2013 Sales Online: n/a

2013 Number of Stores: 2,021 (1079 T.J. Maxx; 942 Marshalls)

2013 Store Openings: 81 (43 T.J. Maxx; 38 Marshalls)

2013 Square Footage: 47.8 million

Employees: 191,000 (TJX Cos.)

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

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



21.

FANATICS

Fanatics, Inc. is the creation of former GSI Commerce founder and CEO, Michael Rubin. The result of combining Jacksonville-based Fanatics with GSI's former online licensed sports merchandise business and Dreams, Inc. has made Fanatics one of the world's largest retailers of officially licensed sports merchandise. In addition to operating three primary sites, fanatics.com, fansedge.com and fanaticsaauthentic.com, the company powers the E-commerce sites of all the major professional sports leagues, including the NFL, MLB, NBA, NHL, NASCAR, and PGA, as well as major media brands. In addition, Fanatics operates E-commerce sites for more than 150 collegiate and professional team properties. In April, Doug Mack, who formerly headed the One Kings Lane home goods E-commerce site, was named CEO. He replaced founder Alan Trager, who retired after nearly two decades after transforming a single Jacksonville mall retail store into a billion-dollar sports E-commerce company.

Total 2013 Sales: \$1.0 billion

Total 2012 Sales: \$800 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: n/a

2013 Store Openings: n/a

2013 Square Footage: +1.5 million square feet of distribution/warehouse space

Employees: +3,000 (full-time, part-time and seasonal)

Key Executives: Michael Rubin, Executive Chairman; Doug Mack, CEO; Brent Trager, COO; Jamie Davis, President; Jack Boyle, President, Merchandising

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

22.

BIG 5 SPORTING GOODS

The leading sporting goods retailer in the western U.S. believes its store format (averaging 11,000 square feet) has resulted in productivity levels that are among the highest of any full-line sporting goods retailer. Its same-store sales-per-square-foot were \$212 last year, up from \$205 in 2012. Big 5 sees benefits from its competitive prices on leading brands complemented with exclusive product make ups, private labels and opportunistic buys. Vendor over-stock and closeout merchandise typically represent 5 percent of sales and private label contributes 3 percent. Over the past five years, Big 5 has opened 62 stores, an average of approximately 12 new stores annually, of which 44 percent were in California. For 2014, it expects to open approximately 15 new stores. It expects to launch E-commerce for the first time this summer.

Total 2013 Sales: \$993 million

Total 2012 Sales: \$941 million

Comparable Store Sales Change: +3.9%

2013 Sales Online: n/a

2013 Number of Stores: 429

2013 Store Openings: 17, Closed 2

2013 Square Footage: 4.7 million

Employees: 9,000

Key Executives: Steven G Miller, Chairman, CEO & President; Barry Emerson, SVP & CFO; Boyd Clark, SVP Buying; Richard Johnson, EVP

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



23.

MACY'S

Macy's began opening Finish Line-branded athletic footwear shops in 2013 with a plan to reach more than 450 Macy's stores in the U.S. by Fall 2014. Beginning Spring 2013, Finish Line began managing athletic footwear assortments and inventory across Macy's including on Macys.com. In August 2013, Macy's entered a similar partnership with LIDS Sports Group to operate Locker Room by LIDS departments in 25 Macy's stores this past holiday and an additional 175 in-store departments rolling out in spring 2014 as part of the initial phase. LIDS became the exclusive operator of Macy's in-store team sportswear. In both cases, Finish Line and LIDS are learning about the unique needs of Macy's women's customers. Both departments are designed to complement Macy's healthy activewear departments led by brands such as Nike, Under Armour, Adidas, The North Face, Greg Norman, Izod, Helly Hansen and Ralph Lauren. In 2014, it plans to open locations in The Bronx, NY; Sarasota, FL; and Las Vegas, NV as well as one Bloomingdale's replacement store.

Total 2013 Sales: \$980 million (Athletic only)

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

Comparable Store Sales Change: +1.9%

2013 Sales Online: n/a

2013 Number of Stores: 840 (790 Macy's; 37 Bloomingdale's; 13 Bloomingdale's Outlets)

2013 Store Openings: 6, Closed 7

2013 Square Footage: 150.1 million

Employees: 172,500

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

Contact Information: 7 W. 7th Street, Cincinnati, OH 45202; 513.579.7000; macysinc.com, bloomingdales.com, macys.com.

24.

EDDIE BAUER

Since being acquired out of bankruptcy in 2009 by Golden Gate Capital, Eddie Bauer has reemphasized its heritage as a serious outfitter of mountain expeditions including Jim Whittaker's historic 1963 summit of Mt. Everest. Eddie Bauer has partnered with mountain guides including Peter Whittaker and Ed Viesturs to launch its First Ascent line of technical outdoor gear and has gone on to win many product awards from core outdoor magazines for its technical garments, tents and packs. It has filled three of its top management spots with former executives from VF Corp's Outdoor and Action Sports division and earned about 23 percent of its revenues in 2013 from outerwear and gear. Jos. A Bank Clothiers, Inc. was close to acquiring the company earlier this year but Eddie Bauer opted to be acquired by a competitor.

Total 2013 Sales: \$890 million

Total 2012 Sales: \$865 million

Comparable Store Sales Change: +3.0

2013 Sales Online: \$300 million

2013 Number of Stores: 324 (205 full-price and 119 factory)

2013 Store Openings: 5

2013 Square Footage: n/a

Employees: 11,000

Key Executives: Mike Egeck, President & CEO; Dan Templin, COO & CFO; Damien Huang, SVP Product Design.

Contact Information: 6750 South 228th Street, Kent, WA 98032; 253.395.3780; rei.com



25.

J.C. PENNEY

J.C. Penney's comps fell 25.2 percent in 2012 after a bold plan to reinvent its business model away from discounts in favor of everyday low prices and a roll out of trendy merchandise proved disastrous. In early April, Mike Ullman replaced Ron Johnson, the former CEO who designed the strategy, and quickly brought back discount events to give shoppers a reason to visit stores again and revived well-liked, private-label brands such as St. John's Bay that Johnson had removed and others that had been discontinued. Comps stabilized somewhat amid the transition. Comps declined 7.4 percent in 2013, with the holiday quarter marking its first positive quarterly same-store gain since the first quarter of 2011. In January 2014, J.C. Penney announced a strategic initiative to close 33 underperforming stores.

Total 2013 Sales: \$860 million (Athletic only)

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

Comparable Store Sales Change: -7.4%

2013 Sales Online: n/a

2013 Number of Stores: 1,094

2013 Store Openings: 0, Closed 10

2013 Square Footage: 110.6 million

Employees: 117,000

Key Executives: Mike Ullman, CEO; Tony Bartlett, EVP, JCPenney Stores; Liz Sweney, EVP & Chief Merchant; John Tighe, SVP & GMM Men's Apparel; Lorraine Hitch, SVP & GMM Shoes & Handbags; Siiri Dougherty SVP & GMM Women's Apparel

Contact Information: 6501 Legacy Drive, Plano, TX 75024; 972.431.1000; jcpenny.com



Mike Ullman, CEO, J.C. Penney



26.

HIBBETT SPORTS

With most of its stores in the South, Southwest, Mid-Atlantic and the Midwest, Hibbett's primary retail format is a 5,000 square-foot store located in a strip center and near a WalMart. It is expanding on its current vendor relationships and taking its brands to markets that it normally does not reach. Hibbett's corporate headquarters moved in 2013 to a larger facility and it is in the process of building a new distribution center. Hibbett expects to open a minimum of 65 stores in 2014 and over 1,300 stores by fiscal year 2019.

Total 2013 Sales: \$852 million

Total 2012 Sales: \$819 million

Comparable Store Sales Change: +1.8%

2013 Sales Online: n/a

2013 Number of Stores: 927 (910 Hibbett Sports, 17 Sports Additions)

2013 Store Openings: 72, Closed 18, Expanded 14

2013 Square Footage: 5.3 million

Employees: 8,100

Key Executives: Jeff Rosenthal, President & CEO; Scott Bowman, SVP & CFO; Becky Jones, SVP & VP Merchandising; Cathy Pryor, SVP Operations

Contact Information: 451 Industrial Lane, Birmingham, AL 35211; 205.942.4292; hibbett.com

27.

GOLFSMITH INTERNATIONAL

Following the 2012 merger of Golfsmith and Golf Town, which created Golfsmith International, 2013 was a year of continued growth despite a challenging year in the golf industry. The company grew top-line revenue, improved profitability, and opened 12 new locations, including 10 Golfsmith stores in the U.S. and two Golf Town stores in Canada. As North America's largest specialty golf retailer, the company is targeting further growth with eight new stores scheduled to open in 2014.

Total 2013 Sales: \$830 million (North America)

Total 2012 Sales: \$750 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 160

2013 Store Openings: 12 (10 Golfsmith U.S.; 2 Golf Town Canada)

2013 Square Footage: 9,000 to 60,000 square feet (Average 21,000 square feet)

Employees: 3,500+

Key Executives: Jerry Cook, Interim CEO; Ron Hornbaker, EVP Stores Canada; Joe Kester, SVP Stores U.S.; 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

28.

LIDS

LIDS comp decrease in 2013 reflects the current popularity of adjustable "snap-back" hat styles, which have displaced some demand for fitted merchandise. LIDS has found fresh expansion opportunities with the rapid expansion of its LIDS Locker Room and LIDS Clubhouse stores, which carry apparel, accessories and novelties in addition to the headwear its flagship LIDS chain is known for. It also launched last year its arrangement to operate leased fan departments in Macy's. LIDS' direct sales increased 26 percent in 2013. In 2014, LIDS plans to open or acquire approximately 260 new stores including 175 Locker Room by LIDS leased departments in Macy's.

Total 2013 Sales: \$821 million

Total 2012 Sales: \$791 million

Comparable Store Sales Change: -1%

2013 Sales Online: n/a

2013 Number of Stores: 1,133 (930 LIDS, 177 LIDS Locker Room and Clubhouse, and 26 Locker Room by LIDS leased departments inside Macy's.)

2013 Store Openings: 80 (including leased departments)

2013 Square Footage: 1.36 million

Employees: 7,000

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

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

29.

PACIFIC SUNWEAR

Pacific Sunwear's store count peaked in 2007 at 950 but has since closed stores and focused on improving productivity of its existing fleet. Same-store sales improved 2 percent in 2013 marking its second straight year of positive comps. The company turnaround is focused on reestablishing a strong identity tied to core action sports brands such as Hurley, RVCA, Nike SB, Vans and Volcom, moving more quickly to market on emerging trends, and better promoting its California heritage through its Golden State of Mind marketing platform. Pacific Sunwear anticipates closing 10-to-20 underperforming stores in 2014.

Total 2013 Sales: \$798 million

Total 2012 Sales: \$785 million

Comparable Store Sales Change: +2.0%

2013 Sales Online: \$56 million

2013 Number of Stores: 618

2013 Store Openings: 0; Closed 30

2013 Square Footage: 2.4 million

Employees: 10,300

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

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



30.

SAM'S CLUB

Sam's Club, which celebrated its 30th anniversary in 2013, opened 20 new, relocated or expanded clubs in fiscal 2014, the largest number in several years. Membership income was the strongest it's been for some time, growing 5.9 percent, primarily due to the fee increase implemented in May 2013. A focus has been on upgrading its merchandise mix, adding more national brands with home and apparel categories benefiting the most. In 2014 it rolled out a national cash rewards program and introduced a cash-back credit card. Sam's Club store sizes range from 71,000 to 190,000 square feet with an average size of 134,000 square feet. In 2014 it plans to open between 17 and 22 new stores, relocated or expanded units.

Total 2013 Sales: \$760 million (Athletic only)

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



Comparable Store Sales Change: +0.7%

2013 Sales Online: n/a

2013 Number of Stores: 632

2013 Store Openings: 12

2013 Square Footage: 84 million

Employees: 150,000 (U.S.)

Key Executives: Rosalind Brewer, EVP, President & CEO; Michael Dastugue, EVP & CFO; Don Frieson, EVP Operations; Charles Redfield, EVP Merchandising

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

31. ZUMIEZ

Zumiez was one of many retailers impacted during the holiday season last year by the extremely cold and snowy weather throughout the Midwest and the Eastern U.S. During the last three fiscal years, the action sports retailer opened or acquired 163 new stores that consisted of 59 stores in fiscal 2013, 59 stores in 2012 and 45 stores in 2011. Zumiez plans to open 55 stores in 2014. The retailer focuses on action sports lifestyle centered on activities including skateboarding, surfing, snowboarding, BMX and motocross.

Total 2013 Sales: \$724.3 million

Total 2012 Sales: \$669.4 million

2013 Comparable Store Sales Change: -0.3%

2013 Sales Online: \$89 million

2013 Number of Stores: 551 (443 Zumiez, 8 Blue Tomato)

2013 Store Openings: 59, Closed 6

2013 Square Footage: 1.62 million

Employees: 5,600 (1,800 full-time, 3,800 part-time)

Key Executives: Richard Brooks, CEO; Chris Work, CFO; Lynn Kilbourne, President & GMM, Ford Wright, EVP Stores; Troy Brown, EVP E-commerce and Omni-channel

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

33. MODELL'S SPORTING GOODS

In mid-April, Modell's, which is celebrating its 125th year in business in 2014, hired Deborah Fine as its first chief commercial officer to guide its omnichannel strategy. She was most recently CEO of Direct Brands, Inc., the largest member-based retailer for media products in the U.S., but in the past ran iVillage Properties, the world's first and largest online community for women, as well as Victoria's Secret Pink. So far this year, Modell's has opened a store in Capitol Heights, MD and a corner location at 34th Street & 7th Avenue, one block from Madison Square Garden in NYC. The family-owned chain is known for great deals and its expansive fan gear selection.

Total 2013 Sales: \$703 million

Total 2012 Sales: \$698 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 154

2013 Store Openings: 3, Closed 2

2013 Square Footage: 10,000 to 30,000 (Average)

Employees: 3,900

Key Executives: Mitchell Modell, President & CEO; Deborah Fine, EVP, Chief Commercial Officer; Charles Castaneda, EVP & Chief Merchandising Officer; Eric Spiel, EVP & CFO; Doug Epstein, SVP Real Estate & General Counsel; Mark Oliver, SVP Human Resources; Cary Deleo, SVP Construction; David Strobelt, SVP Chief Information Officer; Jim Argerakis, SVP Store Operations; Tami Mohney, SVP Customer Monetization

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

32. NORDSTROM

Nordstrom's full-line sales for 2013 declined 3.3 percent to \$7.7 billion, primarily driven by a same-store sales decrease of 2.1 percent. The Direct channel's revenues jumped 28 percent to \$1.6 billion due to an expanded merchandise selection and ongoing technology investments to enhance the customer experience. At its off-price format, Nordstrom Rack sales increased 12 percent to \$2.7 billion, primarily due to 37 new store openings in the last two years. Same-store sales at Nordstrom Rack increased 2.7 percent for the year. For 2014, it plans to open three full-line stores (The Woodlands, TX; Jacksonville, FL and Calgary, Alberta) and 27 Nordstrom Rack stores. In February 2014, Nordstrom announced plans to close its full-line stores in Vancouver, WA, and Portland, OR, at the Lloyd Center in January 2015.

Total 2013 Sales: \$705 million (Athletic only)

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

Comparable Store Sales Change: +2.5%

2013 Sales Online: \$95 million

2013 Number of Stores: 260 (117 Nordstrom Full-Line; 140 Nordstrom Rack; 2 Jeffrey; 1 Last Chance)

2013 Store Openings: 25 Nordstrom Rack, Closed 2 (1 Nordstrom Rack, 1 Treasure&Bond)

2013 Square Footage: 26 million

Employees: 62,500

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





34. UNDER ARMOUR

Direct-to-Consumer net revenues, which represented 30 percent of Under Armour net revenues for the year compared to 29 percent in 2012, grew 33 percent over the prior year due to store openings and E-commerce growth. Under Armour finds its Factory House Outlet Stores provide a profitable way to manage its excess inventory and serve as a vehicle to attract more shoppers to the brand. Besides opening 16 outlet stores, it expanded nine existing locations during the year, in part to offer a broader assortment in areas such as footwear and women's. A new-concept, Brand House stores, opened in 2013, offering a premium shopping experience with an emphasis on specialization and localization. The first opened in February 2013 at Harbor East in Baltimore, MD in February 2013, the second at Tyson's Corner, near Washington, D.C. in November; and the third - the largest at 10,000 square feet - opened in May 2014 in the SoHo district in Manhattan. Locations in Boston, Philadelphia, Chicago and other major cities are being scouted to expand the concept.

Total 2013 Sales: \$700 million

Total 2012 Sales: \$535 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 123 (117 Factory House, 6 Brand House)

2013 Store Openings: 18 (16 Factory House, 2 Brand House)

2013 Square Footage: 630,000

Employees: 5,000

Key Executives: Kevin Plank, CEO & Chairman; Kip Fulks, COO & President of Product; Brad Dickerson, CFO; Matt Mirchin, EVP Global Marketing; Henry Stafford, President, North America; Susie McCabe, SVP of Global Retail

Contact Information: 1020 Hull Street, Baltimore, MD 21230; 888.427.6687; ua.com

35.

SEARS

At Sears Holdings annual meeting in May this year, Sears Chairman and CEO Eddie Lampert said he had been trying to steer Sears toward becoming "the number one integrated retailer," largely through its Shop Your Way loyalty program, which he said represents more than 60 percent of sales at Sears and Kmart. Sears has closed 305 stores since 2010 and has spun off Orchard Supply Hardware, Sears Hometown and Lands' End. Closing stores would continue to be part of the company's future, Lampert said, though "we want to make our bigger and better stores bigger and better." Sears Domestic comparable store sales declined 4.1 percent, which reflects decreases in most categories including the home appliances, consumer electronics, tools and lawn & garden categories, as well as declines at Sears Auto Centers, partially offset by increases in the home and footwear categories. Sears Domestic recorded an operating loss of \$940 million in 2013.

Total 2013 Sales: \$680 million (Athletic only, U.S.)

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

Comparable Store Sales Change: -4.1%

2013 Sales Online: n/a

2013 Number of Stores: 828 (778 Full-Line, 50 Specialty)

2013 Store Openings: 0; closed 10 Full Line and 4 Specialty

2013 Square Footage: 105 million



Employees: 226,000 (Sears Holdings, U.S.)

Key Executives: Eddie Lampert, Chairman & CEO, Sears Holdings; Ronald D. Boire, EVP, Chief Merchandising Officer & President, Sears Full Line Stores and Kmart Formats, Sears Holding; Imran Jooma, EVP & President, Online, Marketing, Pricing & Financial Services, Sears Holding; Jeff Balagna, EVP & Chief Information Officer, Sears Holding

Contact Information: 3333 Beverly Road, Hoffman Estates, IL 60179; 847.286.2500; searsholdings.com





36.

FAMOUS FOOTWEAR

Revenue per square foot at Famous Footwear came in at \$207 in 2013, up 4 percent over 2012 and up 24 percent since 2009. The improvement is due, in part, to a carefully crafted marketing strategy; which has moved away from tactical promotions to targeted efforts designed around today's modern family. In 2013, the chain's Victory is Yours campaign entered its second year, with a new sponsorship around the Good Morning America summer concert series helping build the brand's presence on a national scale. Last year, nearly 1 million new members were added to Famous Footwear's Rewards program, with its loyalty members accounting for approximately 70 percent of Famous Footwear's sales in 2013. Famous Footwear expects to open 50 to 55 new stores and close approximately 50 stores in 2014

Total 2013 Sales: \$667 million

Total 2012 Sales: \$662 million

Comparable Store Sales Change: +2.9%

2013 Sales Online: n/a

2013 Number of Stores: 1,044

2013 Store Openings: 51, Closed 62

2013 Square Footage: 7.1 million

Employees: n/a

Key Executives: Diane Sullivan, CEO & President, Brown Shoe Co.; Rick Ausick, Division President-Retail, Brown Shoe Co.

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

37.

WEST MARINE

The nation's largest specialty retailer of boating supplies hired former REI executive Matt Hyde as CEO in 2012 to spearhead its 15/50 strategic plan, which calls for growing online sales to 15 percent of revenues and sales from new or remodeled stores to 50 percent. In 2013 the retailer continued to add apparel, footwear, accessories and other non-core merchandise with its core boating products to appeal to a broader range of watersports enthusiasts. It also continued to consolidate to fewer and larger stores that offer broader product assortments in better locations. In 2013, online sales grew 25 percent and the ratio of non-core merchandise reached 16.5 percent compared with 13.9 percent in 2011.

Total 2013 Sales: \$663.2 million

Total 2012 Sales: \$675.3 million

Comparable Store Sales Change: -1.8% (including online, catalog and other direct sales)

2013 Sales Online: \$100 million

2013 Number of Stores: 287

2013 Store Openings: 11

2013 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; portsupply.com and westmarine.com

SPORTSMAN'S WAREHOUSE



38. SPORTSMAN'S WAREHOUSE

Like other hook-and-bullet retailers, Sportsman's Warehouse has been riding a boom in gun and ammo sales, which make up more than half its sales. In 2013 it bought back 10 of 15 stores in Oregon, Washington and Montana it had sold to a Canadian company prior to its 2009 bankruptcy. The company raised nearly \$75 million in an initial public offering in April, 2014, which it used to pay down term loans. It plans to double its new store openings to eight in 2014 in a bid to grab market share before Cabela's, Gander Mountain and Bass Pro can become more established west of the Rockies.

Total 2013 Sales: \$656 million (fiscal year-ended November 2, 2013)

Total 2012 Sales: \$448 million

Comparable Store Sales Change: 7.2%

(for 39 weeks ended November 2, 2013)

2013 Sales Online: 10 million

2013 Number of Stores: 47

2013 Store Openings: 4

2013 Square Footage: 46,000 (Average)

Employees: 3,000 (including 1,500 part-time)

Key Executives: John V. Schaefer, President & CEO; Christopher Eastland, Chairman; Jeremy Sage, SVP Stores; Larry W. Knight, SVP Merchandising; Karen Seaman, Chief Marketing Officer; Michael L. Van Orden, Chief Technology Officer.

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



39. ROSS STORES

The off-price retailer continued to further its expansion out of its core western markets that started in late 2011. By the end of 2013, it operated a total of 64 Ross locations in Illinois, Missouri, Arkansas, Kansas, Kentucky and Indiana. In addition, dd's Discounts entered New Mexico and South Carolina in 2013. For 2014, Ross Stores plans to open about 85 new locations, including approximately 65 Ross Dress for Less and 20 dd's Discount locations. It believes Ross Dress for Less can grow into a chain of at least 2,000 locations across the U.S. and that dd's Discounts can eventually expand to about 500 stores.

Total 2013 Sales: \$590 million (Athletic Only)

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

Comparable Store Sales Change: +3%

2013 Sales Online: n/a

2013 Number of Stores: 1,276 (1,146 Ross Dress for Less, 130 dd's Discounts)

2013 Store Openings: 88 (65 Ross Dress for Less, 23 dd's Discounts); Closed 9 (8 Ross Dress for Less, 1 dd's Discounts)

2013 Square Footage: 28.9 million

Employees: 66,300

Key Executives: Barbara Rentler, CEO; Michael O'Sullivan, President & COO; Lisa Panattoni, President, Merchandising, Home, Men's, Junior Sportswear, Lingerie and Cosmetics, Ross Dress for Less; Bernard Brautigan, Group EVP, Merchandising, Ross Dress for Less, Ladies Apparel, Children's, Shoes, Accessories and Jewelry.

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



40. DUNHAM'S SPORTS

The Midwest's largest sporting goods chain continues to grow, moving into a new 90,000 square-foot corporate headquarters in Troy, MI in October 2013 opening 14 new stores while relocating four and closing three. A new 750,000 square-foot distribution center in Marion, IN is scheduled to open this fall. As Dunham's grows it continues to reach deeper into the south. Its first Georgia location opened in Rome November 2013 and its first Alabama location is set to open in Scottsboro in June 2014. It was founded in 1937 in Detroit as Dunham's Bait and Tackle.

Total 2013 Sales: \$570 million

Total 2012 Sales: \$530 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 206

2013 Store Openings: 14, Relocated 4, Closed 3

2013 Square Footage: 33,000 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-41.

PAYLESS SHOESOURCE

The largest specialty family footwear retailer has been quietly repositioning itself since going private in October 2012 with a sale to Blum Capital and Golden Gate. W. Paul Jones, who was formerly president and CEO of Shopko Stores, was hired at that time to drive the turnaround efforts. At Shopko, Jones spearheaded the retailer's successful repositioning, the acquisition and conversion of Pamida – a smaller footprint, rural retailer – to a new small market business format, Shopko Hometown, and launched Shopko's E-commerce platform. Payless now operates more than 3,800 company-owned stores in North America and more than 140 in Australia. Through joint venture partnerships, it has more than 300 locations in Latin and South America. It also has more than 300 franchised stores internationally.

Total 2013 Sales: \$550 million (Athletic only)

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

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 3,200

2013 Store Openings: 0; closed 100

2013 Square Footage: n/a

Employees: n/a

Key Executives: W. Paul Jones, CEO; Douglas Trefff, EVP & Chief Administrative Officer; Mike Vitelli, EVP & COO; Ginny Peterson, EVP & Chief Merchandising Officer; Stephen Gish, EVP Retail Operations and Franchising; Robert Bruennig, SVP & GMM, Men's, Kids and Athletics

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

T-41.

EASTBAY

Eastbay is Foot Locker, Inc.'s biggest digital business and a leading destination for the elite high school or club athlete. Collectively, Eastbay and its store banner websites, such as footlocker.com, continue to increase sales at a rapid pace, an impressive 40 percent rate in 2013. Foot Locker, Inc.'s overall digital business has grown to 11 percent of its total sales. Overall, Foot Locker, Inc.'s direct-to-customer sales increased 16.4 percent to \$715 million in 2013.

Total 2013 Sales: \$550 million

Total 2012 Sales: \$500 million

2013 Sales Online: n/a

2013 Number of Stores: n/a

2013 Store Openings: n/a

2013 Square Footage: n/a

Employees: 1,600

Key Executives: Ken Hicks, Chairman & CEO, Foot Locker, Inc.; Richard Johnson, COO, Foot Locker, Inc.; Lauren Peters, CFO, Foot Locker, Inc.; Dowe Tillema, President & CEO, Footlocker.com, Eastbay and CCS

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

43.

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. eBay does not break out results for GSI performance, where same-store sales for GSI merchants grew 20 percent in 2012.

Total 2013 Sales: \$500 million (Athletic only)

Total 2012 Sales: \$450 million (Athletic only)

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: n/a

2013 Store Openings: n/a

2013 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



44.

TILLY'S

The 1.9 percent comparable store sales decrease was due to lower net sales of men's, footwear and accessories, which was partially offset by an increase in junior's and girl's sales compared to the prior year. The action sports chain almost doubled its store count in the last five years and sees the potential to have more than 500 stores across the U.S. over time. It also plans to add at least 18 stores in 2014. E-commerce expanded to 12 percent of net sales in 2013, up from 6 percent in 2008.

Total 2013 Sales: \$495.8 million

Total 2012 Sales: \$467.3 million

Comparable Store Sales Change: -1.9%

2013 Sales Online: \$60 million

2013 Number of Stores: 195

2013 Store Openings: 28, Closed 1

2013 Square Footage: 1.5 million

Employees: 4,100 (including 2,800 part-time)

Key Executives: Hezy Shaked, Executive Chairman, 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

45.

THE SPORTSMAN'S GUIDE

In December 2012, Northern Tool + Equipment, which sells tools and related gear at about 80 brick-and-mortar locations in 16 states, acquired The Sportsman's Guide, the seller of hunting gear, fishing gear, military surplus, ammunition and outdoor sporting goods, in a \$215 million deal. Sportsman's CEO Jay Berlin had led Northern's direct retail division until 2003. The Sportsman's Guide, which ships all orders from its 330,000 square-foot Minnesota-based warehouse, also operates The Golf Warehouse (tgw.com), as well as BaseballSavings.com, SoftballSavings.com, SoccerSavings.com, BoatingSavings.com, WorkWearSavings.com and TruckMonkey.com. France-based PPR divested several of its retail businesses to focus on its luxury brands, which include Gucci and Yves Saint Laurent, as well as its Sport & Lifestyle segment, led by Puma.

Total 2013 Sales: \$480 million

Total 2012 Sales: \$480 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 2 (1 The Sportsman's Guide; 1 The Golf Warehouse)

2013 Store Openings: none

2013 Square Footage: n/a

Employees: 1,000

Key Executives: Jay Berlin, CEO, The Sportsman's Guide; Jon Bernstein, CEO Golf Warehouse; Chuck Albrecht, President Northern Tool + Equipment; Donald Kotula, CEO, Northern Tool + Equipment

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

46.

FOOTACTION

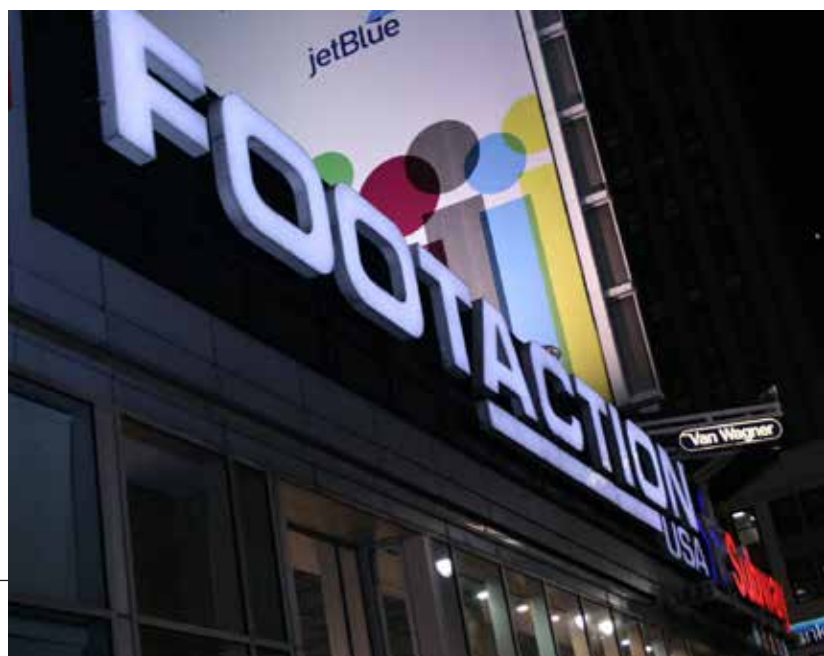
In January 2014, Footaction, in partnership with Nike, opened the first Jordan-only retail store, called Flight 23. The store is marked by an 18-foot tall classic Jordan shoebox serving as a construction barrier at the store's location, one block from Madison Square Garden in New York City. It also operates five Adi Collective in-store shops. Two new Footaction prototype stores were successfully tested in 2013 and will be expanded in 2014. Foot Locker, Inc. acquired Footaction, which is more stylish than its sister Foot Locker chain, in 2004, and has closed or converted nearly 75 locations.

Total 2013 Sales: \$465 million

Total 2012 Sales: \$475 million

Comparable Store Sales Change: +3%

28 SGBWeekly.com | JUNE 23, 2014



2013 Sales Online: n/a

2013 Number of Stores: 277

2013 Store Openings: 1, Closed 7

2013 Square Footage: 800,000

Employees: 4,900

Key Executives: Ken Hicks, Chairman & CEO, Foot Locker, Inc.; Richard Johnson, COO, Foot Locker, Inc.; Lauren Peters, CFO, Foot Locker, Inc.; Stephen Jacobs, President & CEO, Foot Locker/Lady Foot Locker/Kids Foot Locker/Footaction

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



Tony Hsieh, CEO, Zappos

47. ZAPPOS

Since being acquired by Amazon.com in 2009, Zappos.com has added camping, climbing, golf, skate equipment, snowboarding and team sports to its expansive line of footwear and apparel. It currently offers more than 1 million SKUs from more than 1,000 brands and is regularly recognized for its excellent customer service and work environment.

Total 2013 Sales: \$451 million (Athletic/Outdoor)

Total 2012 Sales: \$396 million (Outdoor/Athletic only)

Comparable Store Sales Change: 14%

2013 Sales Online: 100%

2013 Number of Stores: 1

2013 Store Openings: n.a

2013 Square Footage: n/a

Employees: 3,866

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

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

T-48. SHOE CARNIVAL

In April, Shoe Carnival, which carries a heavier athletic assortment than its family footwear competitors, launched its first national cable television ad campaign carrying the new tagline "A Surprise in Store." National cable television advertising is expected to reinforce the shoe carnival brand not only within its existing markets but also to create name brand recognition with potential customers in new markets. Its goal is to double its current store base serving markets throughout the U.S. For 2014, it plans to open between 30 and 35 new stores, relocate three, and close one.

Total 2013 Sales: \$440 million

Total 2012 Sales: \$425 million

Comparable Store Sales Change: Flat

2013 Sales Online: n/a

2013 Number of Stores: 376

2013 Store Openings: 32, Closed 7

2013 Square Footage: 4.1 million

Employees: 5,300

Key Executives: Cliff Sifford, President & CEO; Carl Scibetta, EVP & GMM; Tim Baker, EVP Store Operations

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



T-48. SHOE SHOW

Shoe Show, Inc. plans to continue growth of brick and mortar with a special focus on its larger Shoe Dept. Encore and Shoe Show Mega concepts as well as an expansion and update of its infrastructure. Shoe Show has stores across 36 states, primarily in the Midwest and the eastern half of the U.S. The stores generally open in suburban, urban, or rural areas with populations of at least 15,000. In 1960, Robert Tucker founded Shoe Show with a philosophy, "give the customer a good value every single time ... one pair at a time."

Total 2013 Sales: \$440 million (Athletic sales)

Total 2012 Sales: \$426 million (Athletic sales)

Comparable Store Sales Change: +2.5%

2013 Sales Online: \$1.6 million (athletic sales)

2013 Number of Stores: 1,130

2013 Store Openings: 15

2013 Square Footage: 7.1 million

Employees: 9,600

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





50.

SKECHERS

Skechers domestic retail sales increased 17.8 percent for 2013 in comparison to 2012 as the result of a 14.8 percent comparable store sales hike and the net increase of 21 U.S. stores. Skechers sees its stores as profitable branding vehicles. Its concept stores include locations at Times Square, Union Square and 34th Street in New York, Powell Street in San Francisco, Hollywood and Highland in Hollywood, Santa Monica's Third Street Promenade, Ala Moana Center in Hawaii and Las Vegas' Fashion Show Mall. In 2104, Skechers plans to open 60 to 70 new retail locations, predominantly in the U.S.

Total 2013 Sales: \$425 million

Total 2012 Sales: \$400 million

Comparable Store Sales Change: +14.8%

2013 Sales Online: \$28 million (global)

2013 Number of Stores: 321 (123 concept stores, 130 factory outlet stores, 68 warehouse stores)

2013 Store Openings: 31, Closed 10

2013 Square Footage: 1.6 million

Employees: 4,000

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

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

51.

BSN SPORTS

In June 2013, BSN Sports merged with Herff Jones to form the largest company in the USA servicing the school markets. The combined enterprise includes the BSN Sports ("Sport") division; Varsity Cheer ("Spirit") division and the Herff Jones ("Achievement") division. BSN Sports acquired more than 100 road sales professionals during the year, building its team to 400+ in the field and nearly 1000 full-time employees dedicated exclusively to team sports and physical education nationwide. Acquisitions included Holovak & Coughlin Sporting Goods, Ekho Brand Americas, Spokane Athletic Supply, Beaver Distributing Co., (dba, "Sols of Ambridge," and Kohlmeyer Sporting Goods, Inc. Sales increased 18 percent year-over-year, fueled by growth in new fast-growing categories like lacrosse, club sports, and physical education, as well as traditional team sport categories. Adam Blumenfeld, president of BSN Sports said, "Looking forward, BSN Sports intends to continue to increase its presence in existing markets, and build relationships in new communities – through a combination of organic and external activities. We believe the business should double in size over the next five years, and we are doing everything necessary from an infrastructure and customer-facing perspective to achieve that lofty objective."

Total 2013 Sales: \$400 million

Total 2012 Sales: \$340 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: n/a

2013 Store Openings: n/a

2013 Square Footage: n/a

Employees: 975

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



this fall. Parent company Liberty Interactive Media is considering a plan to spin off Backcountry.com and five other E-commerce businesses under a new tracking stock in a bid to unlock the value of its QVC home shopping network.

Total 2013 Sales: \$390 million
Total 2012 Sales: \$435 million
Comparable Store Sales Change: n/a
2013 Number of Stores: 7
2013 Store Openings: n/a
2013 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, 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.

52.

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. In late 2013 it hired former Fab.com founder Bradley Shellhammer as its chief design officer to curate weekly sales and help expand its premium line of Backcountry-branded apparel starting

53.

VANS

At its annual investor meeting in June 2013, VF Corp. officials said Vans is expected to expand its direct-to-consumer segment to 40 percent of its sales from 38 percent through 2017 with doors nearly doubling and a 16 percent growth rate in E-commerce. Globally in total, Vans did \$1.7 billion in revenue in 2013. Roughly 60 percent (\$1 billion) of Vans global sales are from its Americas region, 30 percent from Europe, and 10 percent from Asia Pacific. At the end of 2013, Vans had 415 global stores. Vans' locations in the U.S. still have a heavy West-Coast presence, although the expansion focus in recent years has been the East Coast.

Total 2013 Sales: \$370 million
Total 2012 Sales: \$335 million
Comparable Store Sales Change: n/a
2013 Sales Online: \$65 million
2013 Number of Stores: 300
2013 Number of Stores: 270
2013 Store Openings: 30
2013 Square Footage: 2.4 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



54.

SPORT CHALET

The West Coast-based sporting goods specialist delivered a 3.7 percent comp gain in its fiscal year-ended April 1, 2013, representing its 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 opened in downtown Los Angeles last summer. Online sales grew 8.9 percent in its most recent third quarter with 47.5 percent of sales coming from states outside the four where it has stores.

Total 2013 Sales: \$360.6 million (year-ended April 1, 2013)
Total 2012 Sales: \$349.9 million (year-ended April 1, 2012)
Comparable Store Sales Change: +3.7%
2013 Sales Online: n/a
2013 Number of Stores: 53
2013 Store Openings: 0, Closed 1
2013 Square Footage: 2.3 million
Employees: 3,000

Key Executives: Craig Levra, Chairman, President & CEO; Tim Anderson, EVP, Retail Operations, Loss Prevention & Specialty Services; 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



55. DSW

Included in the 30 new DSW stores opened in 2013 were two small format stores averaging 12,000 square feet and, if successful, could pave the way for smaller format stores. DSW's typical store spans 22,000 square feet and carries approximately 23,000 pairs of shoes. In 2014, DSW plans to open 35 stores, including six small format stores, and expects to open 15-to-20 stores each year for the following two-to-five years. In mid-April, DSW announced it was entering the Canadian market by buying a stake in Canadian footwear retailer Town Shoes, Ltd.

Total 2013 Sales: \$355 million (Athletic only)

Total 2012 Sales: \$340 million (Athletic only)

Comparable Store Sales Change: +0.2%

2013 Sales Online: n/a

2013 Number of Stores: 394

2013 Store Openings: 30

2013 Square Footage: 8.7 million

Employees: 11,000

Key Executives: Michael MacDonald, President & CEO; Doug Probst, EVP & CFO; Debbie Ferree, Vice Chairman & Chief Merchandising Officer; Carrie McDermott, EVP Stores & Operation

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

T-56. ORVIS

The nation's oldest mail-order outfitter and continually operating fly fishing business, Orvis remains one of the world's best known fly fishing brands. In addition to its owned stores in the United States and United Kingdom, the company's wholesale division serves more than 500 independent dealers worldwide with a strong dealer network in the United Kingdom and Germany. Orvis also operates fishing and shooting schools, endorses outfitters and guides and operates an international sporting and eco-travel agency in its quest to grow participation. Orvis.com offers more than 5,000 products with 11 million visits per year. The company mails more than 50 catalog editions each year with a total annual circulation in excess of 55 million. The company, which has been owned by the Perkins family since 1965, contributes 5 percent of pre-tax profits every year to protect nature and has helped raise and contribute in excess of \$14 million for a wide variety of conservation programs over the last quarter century.

Total 2013 Sales: \$350 million

Total 2012 Sales: \$340 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 93 (73 U.S., 20 U.K.)

2013 Store Openings: n/a

2013 Square Footage: n/a



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

Key Executives: Leigh "Perk" Perkins, CEO & Vice Chairman; David Perkins, Executive Vice Chairman; Ray McCready, President

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

T-56.

KMART

Kmart suffered its third straight year of comparable store declines reflecting store closures and declines in a majority of categories most notably grocery & household, consumer electronics, drugstore and toys. Kmart recorded impairment charges of \$70 million and \$10 million in 2013 and 2012, respectively, related to impairment of long-lived assets. Kmart recorded an operating loss of \$351 million in 2013. Since merging with Sears in 2004, Kmart has closed nearly 1,200 doors. Core activewear labels include Hanes, Everlast, Athletech and Protégé. Athletic footwear staples include Everlast, Protégé, Dawgs and Catapult.

Total 2013 Sales: \$350 million (Athletic only)

Total 2012 Sales: \$390 million (Athletic only)

Comparable Store Sales Change: -3.6%

2013 Sales Online: n/a

2013 Number of Stores: 1,152 (1,135 Discount, 17 Super Centers)

2013 Store Openings: 0, Closed 69

2013 Square Footage: 13.5 million

Employees: 226,000 (Sears Holdings, U.S.)

Key Executives: Eddie Lampert, Chairman & CEO, Sears Holdings; Ronald D. Boire, EVP, Chief Merchandising Officer & President, Sears Full Line Stores and Kmart Formats, Sears Holding; Imran Jooma, EVP & President, Online, Marketing, Pricing & Financial Services, Sears Holding; Jeff Balagna, EVP & Chief Information Officer, Sears Holding
Contact Information: 3333 Beverly Road, Hoffman Estates, IL 60179; 847.286.2500; searsholdings.com

58.

ADIDAS

In January 2014, Adidas opened its first "Home Court" store in Beijing's Sanlitun area that will serve as a model for future Adidas Performance locations. The new concept is expected to "transform the Adidas retail space, celebrating the brand's roots in sports and creating brand desire among its consumers." In April, Adidas Originals also opened its first 'Neighbourhood' store concept in Berlin and the concept will be rolled out in 31 cities worldwide, including New York City, Shanghai, Paris and Moscow, replacing many Originals locations. Adidas NEO stores,



after a successful pilot, will expand into Germany, Poland and the Czech Republic. E-commerce key initiatives for Adidas North America are investing in mobile and personalization.

Total 2013 Sales: \$325 million

Total 2012 Sales: \$310 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 115 (30 Adidas full-line, 85 Adidas Outlets)

2013 Store Openings: 15 (2 Adidas full-price, 13 outlet)

2013 Square Footage: n/a

Employees: 3,663 (Adidas U.S. retail)

Key Executives: Scott Sullivan, GMM North America Retail at Adidas; Brian Kriesel, Director of Retail Business Development at Adidas; Mark King, president Adidas Group North America

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



59.

BOB'S STORES

Bob's Stores is 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 2013, owner Versa Capital Management folded Bob's Stores into Vestis Retail Group, LLC, a company it formed in 2013 to provide corporate services for Bob's Stores and Eastern Mountain Sports, which Versa acquired in late 2013. Vestis is based out of Bob's Stores old headquarters in Meriden, CT.

Total 2013 Sales: \$320 million

Total 2012 Sales: \$310 million

Comparable Store Sales Change: 3.2 percent

2013 Sales Online: n/a

2013 Number of Stores: 35

2013 Store Openings: 0

2013 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



60.

MEIJER

Claiming to be the pioneer of the "one-stop shopping" superstore concept, Meijer, based in Grand Rapids, MI, earlier this year revealed plans to ramp up its expansion, opening 10-to-12 stores a year. The growth will include its first locations in Wisconsin, with eight super centers set to open in the Milwaukee area over the next two years. In Fall 2012, Meijer acquired a former Supervalu distribution center in Pleasant Prairie that is expanding to serve the Chicago and Wisconsin markets. About half of its current 205 stores are in the state of Michigan. Other locations are in Indiana, Illinois, Ohio and Kentucky. Meijer has been family-owned for more than 75 years.

Total 2013 Sales: \$310 million (Athletic only)

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

Comparable Store Sales Change: n/a

2013 Sales Online: n/a



2013 Number of Stores: 204

2013 Store Openings: 5

2013 Square Footage: 180,000 (Average)

Employees: 63,000

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



T-61.

RACK ROOM SHOES

The family shoe retailer last year revealed plans to double the size of its corporate headquarters in Charlotte, NC as part of a plan to accelerate its growth over the next five years and to relocate the headquarters of its Off Broadway Shoe Warehouse subsidiary to its Charlotte campus from Georgia. The goal calls for double-digit growth in the coming year with an even more aggressive plan in 2015. In December, Kirk Light was hired as the real estate director for Off Broadway Shoe Warehouse, and Scot Marsh as real estate manager for Rack Room Shoes to support the growth. Founded in 1922, Rack Room Shoes is owed by Europe's largest shoe retailer, Deichmann Group of Germany, which acquired Rack Room in 1984. Deichmann acquired Off Broadway Shoe Warehouse in January 2002.

Total 2013 Sales: \$270 million (Athletic only)

Total 2012 Sales: \$255 million (Athletic only)

Comparable Store Sales Change: +mid-single digits

2013 Sales Online: n/a

2013 Number of Stores: 452 (375 Rack Room Shoes, 77 Off Broadway Shoe Warehouse)

2013 Store Openings: 20

2013 Square Footage: 3.5 million

Employees: 6,500

Key Executives: Mark Lardie, CEO; Scott Brown, EVP & COO; Terry Apple, SVP & GMM, Rack Room Shoes; Andy Meyer, VP & GMM, Off Broadway Shoe Warehouse

Contact Information: 8310 Technology Drive, Charlotte, NC 28262; 704.547.9200; rackroomshoes.com



Scheels 16,000 gallon salt water aquarium

T-61. SCHEELS

In September 2014, Scheels will open a 220,000 square-foot store in Billings, MO. Special attractions will include eight bronze sculptures; a 16,000 gallon salt water aquarium at the main entrance; a 65 foot, 16 car operated Ferris wheel; a shooting gallery; and simulators for everything from golf, to baseball, football, basketball and hockey, where customers can test their skills. The gun and hunting shops will have the largest retail selection of guns in the region, ranging from everyday shooters to collectible guns valued at \$20,000. The chain's 25th store opened in Billings, MT. In 2008, Scheels opened a 295,000 square-foot store in Reno-Sparks, NV, making it the worlds largest all sports store. A store will open in Overland Park, KS in 2015.

Total 2013 Sales: \$270 million

Total 2012 Sales: \$260 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 24

2013 Store Openings: 0

2013 Square Footage: 16,000 to 295,000

Employees: 5,500

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

T-63. JIMMY JAZZ

Jimmy Jazz is the country's leading urban chain. Named after his favorite song from the legendary punk band, The Clash, founder James Khezrie opened the first Jimmy Jazz more than 20 years ago on Delancy Street in Manhattan. While still operating multiple stores in the New York Metro area, the urban chain has spread both South and West. Its big growth spurt was its acquisition of Man Alive in 2009. It's converted most of them to Jimmy Jazz stores but still has one Man Alive store in operation in Chicago.

Total 2013 Sales: \$260 million

Total 2012 Sales: \$260 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 200

2013 Store Openings: n/a

2013 Square Footage: n/a

Employees: n/a

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

Contact Information: 85 Metro Way, Secaucus, NJ 07094; 201.210.5577; jimmyjazz.com

T-63. ATHLETA

Acquired by Gap, Inc. in September 2008, Athleta has grown from one store in 2011 to 65 at the close of 2013. It plans to open approximately 30 in 2014. While the women's fitness apparel chain often gets compared to Lululemon, Gap officials recently claimed Athleta is going after Nike's broader customer. Nancy Green, GM and EVP, Athleta stated in the Gap's 2013 annual report, "Many of our competitors offer performance or lifestyle apparel, but we have extraordinary expertise and strength in both categories. It's about owning the fusion of premium performance, fashion, and lifestyle." 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 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 2013 Sales: \$260 million

Total 2012 Sales: \$150 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 65

2013 Store Openings: 35

2013 Square Footage: 325,000

Employees: n/a

Key Executives: Nancy Green, GM & EVP, Athleta; Art Peck, President Growth, Innovation and Digital, Gap, Inc.; David Zoba, SVP Global Real Estate, Gap, Inc.

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



T-63.

GOLF GALAXY

In 2013, Dick's Sporting Goods, which acquired the golf chain in 2007, opened one new Golf Galaxy store and repositioned one existing store, both in a new, larger store format that includes hitting bays, driving ranges with launch monitors, a large putting green, PGA lesson certification centers and a platinum club fitting area. It also continued to develop the Golf Galaxy E-commerce site, setting the stage to bring the management of the site in-house in 2014. The measure will enable Golf Galaxy to offer an enhanced omni-channel experience with access to value-added capabilities, such as ship-from-store and in-store pickup.

Total 2013 Sales: \$260 million

Total 2012 Sales: \$265 million

Comparable Store Sales Change: -7%

2013 Sales Online: \$25 million

2013 Number of Stores: 79

2013 Store Openings: 1, Closed 3

2013 Square Footage: 15,000 square feet (Average)

Employees: 34,300 (Total Dick's Sporting Goods)

Key Executives: Ed Stack, Chairman & CEO, Dick's Sporting Goods; Joe Schmidt, President & COO, Dick's Sporting Goods; Doug Wurl, President, Golf Galaxy

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



66.

CROCS

Near the close of 2013, Blackstone Group purchased \$200 million worth of Crocs' newly issued preferred stock, taking a 13 percent ownership in the struggling shoemaker's business as well as two spots on its board. As part of the transaction, President & CEO John McCarvel announced plans to retire on April 30 and a search for a permanent CEO continues. The turnaround strategy includes moderation in the pace of store openings with a greater focus on improving productivity. On average, Crocs' stores range between 1,500 and 1,800 square feet. In early 2014, a three-story flagship location with approximately 4,500 square feet of selling space opened at 34th Street in Manhattan.

Total 2013 Sales: \$259 million (Americas)

Total 2012 Sales: \$260 million (Americas)

Comparable Store Sales Change: -5.8% (Americas)

2013 Sales Online: \$57 million

Total 2013 Sales: \$259 million (Americas)

2013 Number of Stores: 216 (Americas)

2013 Store Openings: 34, Closed 17 (Americas)

2013 Square Footage: 360,000

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

67.

DILLARDS

The Southwest department store chain, which marked its 75th anniversary in 2013, is benefitting from a comprehensive effort launched a few years ago to elevate product and customer service over price and promotions. More upscale brands such as Kiehl's, Lilly Pulitzer, Badgley Mischka and Joe's Jeans have been added to its portfolio. Last year marked the chain's fourth consecutive year of positive comparable store sales. After three years of not opening any retail stores, it plans to open two in 2014 - Las Vegas, NV and Sarasota, FL.

Total 2013 Sales: \$258 million (Athletic only)

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

Comparable Store Sales Change: +1.0%

2013 Sales Online: n/a

2013 Number of Stores: 296

2013 Store Openings: 0, Closed 6

2013 Square Footage: 50.5 million

Employees: 40,000

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-68.

REEBOK

Reebok opened a flagship Reebok Fit Hub near Union Square in New York City spring 2014 as it moves forward with a 10-store national rollout for the year. The hub will be split between 4,800 square feet of ground floor retail space and a 6,800 square-foot gym on the lower level. It has two other stores in Manhattan. It also recently opened a store in Georgetown and last year opened its first store in Boston. Reebok also plans to open 10 Fit Hubs in the UK. Reebok also operates the NHL Concept Store on the Avenue of the Americas in New York City.

Total 2013 Sales: \$250 million

Total 2012 Sales: \$240 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 130

2013 Store Openings: n/a

2013 Square Footage: n/a

Employees: 1,000

Key Executives: Claire Fahie, VP Reebok Retail at Reebok; Mark King, president Adidas Group North America

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

T-68.

WORLDWIDE GOLF

In January 2104, Worldwide Golf, the privately held company and the largest golf specialty retailer on the West Coast, acquired Edwin Watts Golf Shops, the largest golf specialty retailer in the Southeast. The purchase included 45 Edwin Golf stores across 13 states and five Uinta Golf Shops in Utah. Edwin Watts filed for Chapter 11 bankruptcy in November 2013 and closed about half of its stores before the sale. In joining the Worldwide Golf portfolio of brands, Edwin Watts Golf Shops now operates alongside a stable of leading golf specialty retailers, including Roger Dunn Golf Shops in California and Hawaii, The Golf Mart in California, Vans Golf Shops in Arizona, and Golfers' Warehouse in New England, forming a powerful national golf retail conglomerate. Edwin Watt's immediately instituted Worldwide Golf's famed 90-day satisfaction guarantee.

Total 2013 Sales: \$250 million

Total 2012 Sales: \$250 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 85 (45 Edwin Watts, 5 Uinta Golf Shops, 16 Roger Dunn Golf Shops; 9 The Golf Mart, 5 Van's Golf Shops, 5 The Golfers' Warehouse)

2013 Store Openings: n/a

2013 Square Footage: n/a

Employees: n/a

Key Executives: Al Morris, President, Worldwide Golf

Contact Information: 1430 Village Way, Santa Ana, CA 92705; 714.543.8284; worldwidedgolfshops.com

70.

SHOPKO STORES

In November 2013, retail industry veteran Peter McMahon was named Shopko's new CEO. Most recently McMahon served as the COO at Loblaws, Canada's largest food retailer with over \$30 billion in sales. The discounter had been looking for a permanent CEO since Chief Paul Jones left to run Payless ShoeSource. In 1999, Shopko, owned by Sun Capital Partners since 2005, purchased Pamida, a regional discount chain that operated mainly in smaller communities of 3,000 to 8,000 people. Those locations have since converted to Shopko Hometown, the primary growth vehicle for the company. Its stores are operated in the Midwest, Mountain, North Central and Pacific Northwest regions.

Total 2013 Sales: \$232 million (Athletic only)

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

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 335 (134 Shopko stores, 5 Shopko Express Rx, 16 Shopko Pharmacy, 180 Shopko Hometown)

2013 Store Openings: 4 (Shopko Hometown)

2013 Square Footage: n/a

Employees: 18,000+

Key Executives: Peter McMahon, CEO; Jill Soltau, President & Chief Merchandising Officer; Michael Cooper, SVP, Marketing

Contact Information: 700 Pilgrim Way, Green Bay, WI 54304; 920.429.2211; shopko.com

71.

PLAY IT AGAIN SPORTS

Winmark Corp. began franchising the Play It Again Sports brand in 1988. The concept generally features 35 percent used sporting goods, equipment and accessories on a consignment basis and 65 percent new with promised savings of 20 to 60 percent off normal retail. Categories include team sports, fitness, ski/snowboard and golf, among others. Total royalties and franchise fees from Play It Again Sports reached \$10.0 million in 2012.

Total 2013 Sales: \$228 million

Total 2012 Sales: \$230 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 315

2013 Store Openings: 6, Closed 21

2013 Square Footage: 2,800 to 3,500 (Average - with some as large as 10,000 square feet)

Employees: n/a

Key Executives: Pat Quinn, Director, Play It Again Sports; Steven Murphy, President Franchising, Winmark Corp.; John Morgan, Chairman & CEO, John Morgan, Chairman & CEO, Winmark Corp.

Contact Information: 4200 Dahlberg Drive, Suite 100, Minneapolis, MN 55422; 763.520.8500; playitagainsports.com



T-72.

NEW BALANCE

In October 2013, New Balance opened its first New Balance Life store in Burlington, MA that showcases its casual lines - Dunham (for men) and Aravon and Cobb Hill (for women). The store represents New Balance's fifth company-owned Experience store, outside of its 36 factory outlet stores. Concept New Balance running stores opened in Manhattan in 2011, and on Boylston Street near the Boston Marathon finish line in 2012. Corporate stores also include Dedham's Legacy Place and in the Pentagon; another 180 North American stores are operated by licensees.

Total 2013 Sales: \$220 million

Total 2012 Sales: \$200 million

Comparable Store Sales Change: 0

2013 Sales Online: n/a

2013 Number of Stores: 221

2013 Store Openings: n/a

2013 Square Footage: 350,000

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.

SIERRA TRADING POST

Sierra Trading Post has long served as a major clearance outlet for outdoor brands and was acquired in December, 2012 by the king of clearance retailing TJX Companies as a vehicle for fast tracking online sales at its T.J. Maxx, Marshall's and other banners. Although TJX Companies bought the company largely for its fulfillment infrastructure and expertise, TJX CEO Carol Myrowitz said in early 2014, that she had become enamored with the sporting goods business and that TJX Companies would open new STP stores later this year that could offer athletic gear in addition to outdoor apparel, footwear and gear STP has traditionally sold.

Total 2013 Sales: \$220 million

Total 2012 Sales: \$205 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 4

2013 Store Openings: 0

2013 Square Footage: 83,000

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



74.

DTLR

DTLR, formerly known as Downtown Locker Room, celebrated its 30th anniversary in 2013 as one of the country's top urban lifestyle retailers. In November, DTLR filed for a \$75 million initial public offering citing the potential to expand to 250 to 300 stores. But the offering cancelled by early December with regulatory filings citing an unspecified "business development." DTLR's core consumer is an image-conscious male between the age of 14 and 24. Nike and Brand Jordan represent approximately 47 percent of net sales.

Total 2013 Sales: \$205 million

Total 2012 Sales: \$182 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 95

2013 Store Openings: 11

2013 Square Footage: 450,000

Employees: 1,600

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

T-75.

OLYMPIA SPORTS

The regional chain, with a focus on underserved small to mid-sized markets in the Northeast and Mid-Atlantic, opened 19 new doors last year, backfilling in territories such as Delaware and New Jersey. A host of remodels that have expanded selling space have been successful. Also working has been a push initiated two years ago to intensify its focus on premium brands and especially Nike and Under Armour. Team sports

is expected to spike for the chain this year with soccer and Adidas leading the way with World Cup's arrival. Olympia Sports expects to add 15 to 20 stores in 2014.

Total 2013 Sales: \$205 million

Total 2012 Sales: \$195 million

Comparable Store Sales Change: n/a

2013 Sales Online: 0

2013 Number of Stores: 235

2013 Store Openings: 19

2013 Square Footage: 1 billion

Employees: 1,550

Key Executives: Ed D. Manganello, President; Ed P. Manganello, Chairman; Dave Osswald, Director of Merchandising; John Lesniak, CFO; Paul Fitzpatrick, Senior Director of Operations and Distribution; Bob Boland, Director of Marketing and Planning

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



T-75.

THE NORTH FACE

At its annual investor meeting in June 2013, VF Corp. officials predicted The North Face's global direct-to-consumer revenues would expand from 20 percent of total North Face revenues to 27 percent by 2017 with doors nearly doubling. Direct-to-consumer sales will increase 18 percent with E-commerce growing faster than brick-and-mortar. At the end of 2013, The North Face had 125 global stores of which approximately 75 percent were located in the Americas region. The North Face stores are focused on limited, full-price store growth to drive the brands key messages around Thermoball, Mountain Athletics and Ultra Protection Series products in addition to maximizing the E-commerce brand experience. The North Face was recently ranked number two in L2's 2nd Digital IQ Index in the Sportswear category, reflecting the brand's rise in digital capabilities for "Direct to Consumer."

Total 2013 Sales: \$205 million

Total 2012 Sales: \$180 million

Comparable Store Sales Change: n/a

2013 Sales Online: \$55 million

2013 Number of Stores: 73 (52 full-price stores, 21 outlets)

2013 Store Openings: 9

2013 Square Footage: 205,000

Employees: n/a

Key Executives: Patrick Frisk, Group President, VF's Outdoor & Action Sports Americas Coalition; Todd Spaletto, President, The North Face; Joe Vernachio, VP Global Product, The North Face; Lindsay Rice, VP Direct to Consumer, The North Face; Aaron Carpenter, VP Marketing, The North Face

Contact Information: 2701 Harbor Bay Parkway, Alameda, CA 94502; 510.618.3500; thenorthface.com

T-77.

PUMA

Globally, Puma closed 73 stores in 2013 with about 520 stores at year-end as part of its Transformation and Cost Reduction program. In total, it plans to close 91 locations. Puma also plans to increase the number of outlet stores in its currently operated markets, mainly in the Asia Pacific region. In growth countries, full-price stores will continue to be opened in selected, desirable locations. A key driver of direct-to-consumer growth will be E-commerce. A completely redesigned and unified website is launching in 2014 integrating the marketing and commercial aspects of its digital strategy to drive growth and retention with compelling content.

Total 2013 Sales: \$200 million

Total 2012 Sales: \$230 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 87

2013 Store Openings: 0, closed 12

2013 Square Footage: n/a

Employees: n/a

Key Executives: Bjorn Gulden, CEO, Puma SE, Jay Piccola, President, Puma NA; Philippe Gautier, COO, Puma NA; John Trott, SVP of Retail, Puma NA

Contact Information: 10 Lyberty Way, Westford, MA 01886; 978.698.1000; shop.puma.com



T-77.

THE WALKING COMPANY

The Walking Company is a leading national specialty retailer of comfort footwear and accessories, and offers a selection of premium comfort brands including Abeo, Dansko, Ecco, Ugg Australia along with many others. The mall-based chain actively promotes the benefits of health and wellness through walking and supports various charities and organizations dedicated to the fight against cancer. Expansion has slowed since it emerged from bankruptcy proceedings in May 2010.

Total 2013 Sales: \$200 million

Total 2012 Sales: \$200 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 205

2013 Store Openings: n/a

2013 Square Footage: 1,500 (Average)

Employees: n/a

Key Executives: Andrew Feshbach, CEO; Lee Cox, President of Retail at The Walking Company

Contact Information: 121 Gray Avenue, Santa Barbara, CA 93101; 805.963.8727; thewalkingcompany.com

80.

MC SPORTS

MC Sports continues to expand and remodel existing stores as it strives to create a consistent customer experience throughout all its company-owned locations. It opened four stores in 2013 including two in Iowa and one each in Illinois and Ohio. Capitalizing on its strength in the winter category, MC Sports entered into a first-of-its-kind agreement to run the retail shop at Cannonsburg Ski Area, a local ski and snowboard facility outside Grand Rapids, representing MC Sports' first on-location specialty ski and snowboard shop. While the winter business was exceptionally strong this year as a result of favorable weather, it's too early to predict whether MC Sports will pursue additional business opportunities with other winter recreational facilities. For 2014, four remodels/expansions and four new stores are planned.

Total 2013 Sales: \$185 million

Total 2012 Sales: \$180 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 76

2013 Store Openings: 4, Remodeled 5

2013 Square Footage: 23,000 (Average)

Employees: n/a

Key Executives: Bruce Ullery, President & CEO; Robert Summerfield, EVP & CFO; Dan Winchester, EVP & COO; Irwin Wallach, SVP Store Operations; Ed Rix, VP Marketing & Advertising; Jerry Klein, VP Real Estate; 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-77.

SPECIALTY SPORTS VENTURE

Specialty Sports Venture is the retail/rental division of Vail Resorts, Inc. It has built a network of more than 180 stores by acquiring independent snow sports shops that continue to operate under such banners as Heavenly Sports, Aspen Sports, Telluride Sports, Beaver Creek Sports, Vail Sports, Breck Sports, and Keystone Sports. Most of Specialty Sports Venture's stores are located in and around Vail Resorts properties, in Colorado, Lake Tahoe, Park City and the Midwest. In 2013, it acquired Hoigaards, a 20,000-square-foot store in St. Louis, MN within driving distance of two resorts it acquired in 2012. In addition to ski and snowboarding gear, Specialty Sports Venture shops sell cycling, racquet and golf gear and outdoor furniture. It also operates mono-branded shops for Salomon, The North Face, Patagonia and Burton in Colorado, Northern California, Utah, Nevada, and Wisconsin.

Total 2013 Sales: \$200 million (for year ended July 31, 2013)

Total 2012 Sales: \$182 million

Comparable Store Sales Change: n/a

2013 Sales Online: \$10 million

2013 Number of Stores: 185

2013 Store Openings: n/a

2013 Square Footage: 850,700

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, rentsks.com and skirentals.com





81.

THE BUCKLE

The Buckle is a casual mall-based chain targeting fashion conscious consumers between the age of 15 and 30 but also carries a heavy selection of action sports and surf labels. Its core brands include Hurley, Billabong, Roxy, Affliction, American Fighter, Sinful, Obey, Roar, RVCA, Salvage, Society, Fox, Oakley, Bench, Corral, Reef, and Fossil. Denim accounts for 45 percent of its revenues. Private label – including Buckle and BKE – account for 34 percent of sales. Plans call for 17 new stores to open in 2014.

Total 2013 Sales: \$170 million (Athletic only)

Total 2012 Sales: \$169 million (Athletic only)

Comparable Store Sales Change: Flat

2013 Sales Online: \$50 million

2013 Number of Stores: 450

2013 Store Openings: 13, Closed 3, Renovated 8

2013 Square Footage: 2.25 million

Employees: 8,800

Key Executives: Dennis H. Nelson, President & CEO; Patricia Whisler, SVP Women's Merchandising; Robert Carlberg, SVP Men's Merchandising; Kari Smith, EVP Stores.

Contact Information: 2407 West 24th Street, Kearney, NE 68845; 308.236.8491; buckle.com

82.

SPORTS ENDEAVORS, INC. (EUROSPORT)

Celebrating its 30th anniversary in 2014, Sports Endeavors sent its first Eurosport catalog to 6,000 soccer players and friends. It branched into lacrosse in 1993 with the launch of the Great Atlantic catalog. In 1994, Mike and Brendan Moylan, the two brothers that launched and still run the company, were fortunate enough to register the URLs, Soccer.com and Lacrosse.com. By 2001, it acquired its largest competitor, TSI Soccer. In 2005, Sports Endeavors acquired its biggest online competitor, 365, Inc., adding the sport of rugby. Today more than one million soccer, lacrosse and rugby players receive a catalog every month. Over 60,000 different items are sold through its catalogs and websites. Soccer.com is the official gear of the U.S. National Team, Brazilian National Team, Manchester United, FC Barcelona, Real Madrid, and Chelsea FC, to name a few.

Total 2013 Sales: \$165 million (U.S.)

Total 2012 Sales: \$160 million (U.S.)

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 1

2013 Store Openings: 0

2013 Square Footage: n/a

Employees: 400+

Key Executives: Mike Moylan, CEO; Brendan Moylan, COO

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

83.

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. EMS was acquired in November 2012 by Versa Capital Management, a Philadelphia-based private equity firm that specializes 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, and 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 2013 Sales: \$160 million

Total 2012 Sales: \$170 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 67

2013 Store Openings: 4 (3 Relations/1 New)

2013 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



84.

CONVERSE

In June 2013, Converse opened its fifth inline location in San Francisco – an 8,200 square-foot store representing the brand's largest retail space. The store offers a collection of sneakers, apparel and accessories - as well as a new line of premium denim not available elsewhere. Converse also included an in-store customization area where customers can design one-of-a-kind Converse merchandise. It also operates inline stores in Boston, New York City, Paramus, NJ and Sacramento. Converse plans to move its headquarters to Boston's Lovejoy Wharf early 2015.

Total 2013 Sales: \$155 million (U.S., fiscal year ended May 31, 2013)

Total 2012 Sales: \$145 million

Comparable Store Sales Change: n/a

2013 Sales Online: \$32 million

2013 Number of Stores: 72

2013 Store Openings: 5

2013 Square Footage: 240,000

Employees: n/a

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

Contact Information: High Street, Suite 6, North Andover, MA 01845;

978.983.3300; converse.com



85.

BJ'S WHOLESALE CLUB

BJ's Wholesale Club opened its 200th warehouse club June 2013 in Fayetteville, NC. BJ's was acquired by an affiliate of Leonard Green & Partners in 2011 and has since added 10 locations. BJ's carries the largest product variety of any wholesale club with more than 7,000 items.

Total 2013 Sales: \$154 million

Total 2012 Sales: \$145 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 201

2013 Store Openings: 5

2013 Square Footage: 22 million

Employees: 25,000

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

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



87.

FLEET FEET

In 2013, Fleet Feet Sports expanded its retail footprint by 21 doors, the most in the company's history. Highlights included opening its 100th door in February in Mount Pleasant, SC; opening its first two company-owned locations, and converting its first four independent stores. In mid-April 2014 Fleet Feet acquired Minneapolis-based Marathon Sports Run/Walk to represent its third independent store conversion, following similar conversions of Maine Running Company and North Carolina's Off 'n Running in 2013. Fleet Feet plans to move into a new corporate headquarters and flagship store location currently under construction in Carrboro, NC at the end of 2014 or early 2015. It also plans to add 15 stores in 2015.

Total 2013 Sales: \$140 million

Total 2012 Sales: \$130 million

Comparable Store Sales Change: +2.2%

2013 Sales Online: n/a

2013 Number of Stores: 117

2013 Store Openings: 21

2013 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.

SHIEKH SHOES

In December 2013, the West Coast-based urban chain opened a 3,000 square-foot Jordan-only store in San Francisco. In a nod to Michael Jordan, the store's shoe walls are 6 feet 6 inches tall, mimicking the legendary athlete's height. Floor panels, made of wood from the basketball star's home state of North Carolina, are laid at a 23-degree angle, reflecting



his jersey number. About 60 percent of the West Coast chain stores are in California but it also has a number of metro areas with store locations such as Houston, Chicago and Detroit. Special offers include new releases and exclusives from top brands like Jordan, Nike and Reebok.

Total 2013 Sales: \$145 million

Total 2012 Sales: \$140 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 138

2013 Store Openings: 1

2013 Square Footage: 500,000

Employees: n/a

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



88.

ROAD RUNNER SPORTS

Road Runner Sports has distribution centers in San Diego, CA, and Columbus, OH to support its sizeable online business. It also has neighborhood stores throughout California and several locations in Arizona, Colorado, Georgia, Illinois, Maryland, New Jersey, Ohio, Oregon, Virginia and Washington. In opening its fifth LA-area location in Studio City in May 2013, Mike Gotfredson, chief runner and owner of Road Runner Sports, said, "Yes, we have the best selection. Yes, we have the best prices. But what really sets us apart is customer service that truly makes each guest feel cared for and special...like family."

Total 2013 Sales: \$120 million

Total 2012 Sales: \$95 million

Comparable Store Sales Change: n/a

2013 Sales Online: \$50 million

2013 Number of Stores: 36

2013 Store Openings: 5

2013 Square Footage: 150,000

Employees: 875

Key Executives: Mike Gotfredson, Chief Runner; Debra Christle, VP Merchandising; Julia Connell, Director of Marketing; Scott Campbell, CFO

Contact Information: 5549 Copley Drive, San Diego, CA 92111; 858.974.4200; roadrunnersports.com



89.

THE BON-TON STORES

The regional department store operator posted its third straight year of losses in 2013. In March, Brendan Hoffman notified its board of directors that he would not renew his employment agreement with the company at its expiration on February 2015. Turnaround plans for 2014 include expanding and refining its localization initiative, enhancing customer service through its new "Let Us Find It" inventory locator software, growing E-commerce sales to a minimum of six percent of total sales, and balancing the depth and breadth in its merchandise assortment.

Total 2013 Sales: \$115 million (Athletic only)

Total 2012 Sales: \$120 million (Athletic only)

Comparable Store Sales Change: -4.2%

2013 Sales Online: n/a

2013 Number of Stores: 270 (Bon-Ton (63); Elder-Beerman (36); Younkers (49); Herberger's (42); Carson Pirie Scott (54); Boston Store (14); Bergner's (13))

2013 Store Openings: 4, Closed 5

2013 Square Footage: 21 million

Employees: 25,800

Key Executives: Brendan Hoffman, President & CEO; Stephen Byers, EVP Stores, Visual & Loss Prevention; Jimmy Mansker, EVP Merchandising, Planning & Optimization; Luis Fernandez, EVP Chief Omnichannel Officer

Contact Information: 2801 E. Market Street, York, PA 17402; 717.757.7660; bonton.com

90.

GYM SOURCE

Gym Source is America's largest distributor of commercial and retail fitness equipment with over 31 locations in 13 states, with 7 operation centers and over 100 trucks. It has served over 400,000 customers worldwide since 1937 including over 400 colleges and universities and 40 professional sports teams. Its first store opened in 1937 in Manhattan's Rockefeller Center.

Total 2013 Sales: \$109 million

Total 2012 Sales: \$103 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 31

2013 Store Openings: 1

2013 Square Footage: n/a

Employees: 300

Key Executives: Richard Miller, President; Bill Kemnitzer, EVP; Thomas N. Staub, VP Sales & Operations; Richard Miller, President

Contact Information: 40 E. 52nd Street, New York, NY 10020; 212.688.4222; gymsource.com



91.

FRED MEYER

Fred Meyer, which is part of Kroger Co., is the nation's fourth largest regional supermarket chain with stores located in Alaska and the Pacific Northwest. But the enormous stores - some as large as 240,000 square feet - also carry pharmacies, apparel, home & garden, and electronics. Its activewear mix includes Under Armour and Columbia. Expansion has been off the radar in recent years but may come back with plans on the table to develop a smaller-store concept.

Total 2013 Sales: \$104 million (Athletic only)

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

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 132

2013 Store Openings: 0, Closed 1

2013 Square Footage: 20 million, (150,000 Average)

Employees: 30,000+

Key Executives: Lynn Gust, President; David Deatherage, SVP & CFO; Molly Malone, VP General Group; Ann Reed, VP Merchandising; Rick Heffner, Senior Director Store Operations

Contact Information: 3800 S.E. 22nd Avenue, Portland, OR 97202; 503.232.8844; fredmeyer.com



92.

SUN & SKI SPORTS

Originally a ski and snowboard shop that sold cycling and outdoor gear in the summer, Sun & Ski Sports is now dedicated to the outdoors and supplies local enthusiasts with gear for cycling, running, kayaking, ski & snowboard as well as other sports. On the east coast, the stores become ski and snowboard shops in the winter and offer the best selection of outdoor patio furniture in the summer. The company claims its local specialization contrasts significantly with mega-stores that offer hundreds of categories but with little commitment to better product and brands and with little to no knowledgeable floor staff. Ski Chalet in Washington, D.C., has been rebranded to Sun & Ski Sports. Joe Jones' Sun & Ski in North Conway, NH is the only location not to have been named Sun & Ski Sports. Newer stores include locations in Woburn, MA; Charlotte, NC; Nashville, TN; and Franklin, TN.

Total 2013 Sales: \$92.7 million

Total 2012 Sales: \$88.8 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 30

2013 Store Openings: 2

2013 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

93.

LUCY ACTIVEWEAR

Last fall, Lucy Activewear, which is part of VF Corp., appointed Laurie Etheridge as president, replacing Mark Bryden. Her last job had been global SVP, Levi's women's merchandising and design at Levi Strauss & Co. The women's performance apparel specialist is in the process of elevating its fleet of 60 stores across the U.S., expanding into new markets, and re-launching

its website and E-commerce platform. In 2013, it opened its third Massachusetts store in Chestnut Hill and its 19th store in Los Gatos, CA.

Total 2013 Sales: \$92 million

Total 2012 Sales: \$90 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 60

2013 Store Openings: 2

2013 Square Footage: n/a

Employees: n/a

Key Executives: Patrick Frisk, Group President, VF's Outdoor & Action Sports Americas Coalition; Laurie Etheridge, Lucy Brand President CMO, Lucy Brand

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



94.
PERFORMANCE BICYCLE

In Spring 2013, the nation's largest independent cycling retailer, which is majority owned by North Castle Partners of Greenwich, CN, entered Florida with the opening of five stores while also opening its sixth in Arizona. Its greatest number of stores are located in California totalling 29; followed by Texas, 9; Virginia, 8; and Colorado, 7. The stores feature over 3,000 cycling products including bikes, cycling-specific clothing, sports nutrition, components and accessories, and its Signature Spin Doctor Service and Repair department. It also operates performancebike.com and Bike Nashbar, (nashbar.com), a closeout and discount site. Garry and Sharon Snook began Performance Bicycle in the basement of their Chapel Hill, NC home in 1982.

Total 2013 Sales: \$90 million

Total 2012 Sales: \$85 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 110

2013 Store Openings: 6

2013 Square Footage: n/a

Employees: 1,400+

Key Executives: David Pruitt, CEO; Mark Leydecker, SVP Merchandising; Matt Magnani, Senior Director Sales Promotion & Marketing; Tom Cross, VP Retail Stores

Contact Information: One Performance Way, P.O. Box 2741, Chapel Hill, NC 27514; 919.933.9113; performanceinc.com

95.
CITY SPORTS

City Sports celebrated its 30th anniversary in 2013 and expanded its footprint to 23 stores. In March 2013, City Sports opened its third New York City store and 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 expanded departments for women's apparel, footwear, youth and team sports. Its third new location, at 225 Franklin Street in Boston's downtown financial district, opened in September 2013. The specialty sporting goods retailer, long known for catering to the urban athlete, focuses on running, training, electronics, outdoor, racquet sports, swimming and cycling. Their proprietary CS by City Sports performance apparel brand has seen double-digit growth and the company has expanded its youth assortment in more of its city-based stores. Plans for 2014 include three new stores – one in New Jersey, a new market for City Sports, one in New York and one in Maryland.

Total 2013 Sales: \$85 million

Total 2012 Sales: \$85 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 23

2013 Store Opening: 2, Relocation/Re-Opening: 1

2013 Square Footage: 8,000 (Average)

Employees: n/a

Key Executives: Edward Albertian, President & CEO; Andrew Almquest, CFO; Lauren Blanda, GM Merchandising

Contact Information: 77 N. Washington Street, Boston, MA 02114; 617.391.9100; citysports.com



96. QUIKSILVER

To help improve profitability, Quiksilver has closed a number of under-performing stores in the U.S. ending 2013 with 100 in the region, down from a peak of 128 in 2008. Other core turnaround strategies at retail include improving store labor management, accelerating replenishment, and using in-store technology to support website orders. Successes have come from converting many of its dual-branded stores (with Quiksilver and Roxy) to tri-branded with the addition of DC Shoes. Seven larger, experiential formats, Boardrider flagships in Europe - featuring restaurants, bars, barbershops and a performance stage - have performed well and expansion to the U.S. is being explored. E-commerce also remains a high priority. The company generated 13 million visitors across its own branded sites in fiscal 2013 but only converted, on average, 1.5 percent to 2 percent of them.

Total 2013 Sales: \$80 million

Total 2012 Sales: \$88 million

Comparable Store Sales Change: n/a

2013 Sales Online: \$15 million

2013 Number of Stores: 100

2013 Store Openings: 0, Closed 10

2013 Square Footage: n/a

Employees: 2,000

Key Executives: Andrew Mooney, CEO & President; Steve Finney, GM Consumer Direct; Bob McKnight, Jr., Executive Chairman

Contact Information: 15202 Graham Street, Huntington Beach, CA 92649; 714.889.2200; quiksilver.com

97. SNEAKER VILLA

In January 2013, Goode Partners acquired ownership interest in Sneaker Villa, the Philadelphia-based chain, and is ratcheting up expansion efforts. The stores are located in Philadelphia, Chicago, Detroit, Milwaukee, Delaware, upstate Pennsylvania and upstate New York. The “urban-inspired lifestyle” chain was founded by Chris and Ruth Lutz in 1989 and is now run by their son Jason Lutz.

Total 2013 Sales: \$75 million

Total 2012 Sales: \$60 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 64

2013 Number of Openings: 13

2013 Square Footage: n/a

Employees: n/a

Key Executives: Jason Lutz, CEO; Larry Long, CFO; Joe Bryant, VP Retail Operations; Patrick Walsh, VP Marketing; Jared Sadlowski, VP Real Estate

Contact Information: 1926 Arch Street, Philadelphia, PA 19103; 610.374.5674; ruvilla.com



98.

TSG ENTERPRISES

The parent of Pure Hockey and Comlax (Commonwealth Lacrosse) is in its 20th year of operation and has become the largest hockey and lacrosse equipment retailer in the USA with 22 hockey and lacrosse stores in the northeast. The stores range in size from 5,000 to 20,000 square feet. Last year marked TSG's first store in Buffalo, NY, its fourth store in Hooksett, NH, and its eighth store in Burlington, MA. It also relocated its flagship store in Berlin, MA, approximately 1 mile away to Marlborough, MA. TSG plans to open four new stores in 2014.

Total 2013 Sales: \$63.7 million

Total 2012 Sales: \$59.1 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 22

2013 Store Openings: 4

2013 Square Footage: 5,000 to 20,000 square feet

Employees: n/a

Key Executives: David Nectow, President & CEO; Rob Howland, VP Product & Purchasing; Jeff Copetas, VP Marketing & E-Commerce; Sean Flynn, Director of Allocation; Phil Arloro, Director of Operations

Contact Information: 119 Dean Avenue, Franklin, MA 02038; 508.541.6100; purehockey.com, comlax.com, puregoalie.com

99.

PARAGON SPORTS

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 2013 Sales: \$55 million

Total 2012 Sales: \$55 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 1

2013 Store Openings: 0

2013 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; paragonsports.com



100.

CHRISTY SPORTS

Christy Sports is currently one of the largest specialty ski and snowboard retail, rental, and repair experts in the Rocky Mountain region. Last December, it replaced the Lone Star Sports ski and snowboard space in Breckenridge, CO bringing its door count to six in that city. Earlier this year, it announced the launch of a \$2 million renovation of its Avon, CN store with plans to add 8,800 square feet of retail space, which amounts to a 45 percent increase on the sales floor. Christy Sports also operates Door 2 Door (D2D), a full service ski and snowboard rental delivery service to certain locations. About two-thirds of the Colorado-based, family-owned company shops are centered in ski hot spots such as Snowmass, Crested Butte, Steamboat Springs and Vail.

Total 2013 Sales: \$52 million

Total 2012 Sales: \$52 million

Comparable Store Sales Change: n/a

2013 Sales Online: n/a

2013 Number of Stores: 48

2013 Store Openings: n/a

2013 Square Footage: 20,000 (Average)

Employees: n/a

Key Executives: Patrick O'Winter, CEO; Keith Liefer, COO; Dan Fox, Front Range Operations Director; Bob Dapper, Director Mountain Operations; Brian Sullivan, Regional Manager Summit County and Winter Park

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

INDEX

IN ALPHABETICAL ORDER

	RANK	PAGE		RANK	PAGE
Academy	4	11	Modell's Sporting Goods	33	23
Adidas	58	33	New Balance	T-72	38
Amazon	9	13	Nike	8	13
Athleta	T-63	35	Nordstrom	32	23
Backcountry.com	52	31	Olympia Sports	T-75	39
Bass Pro Shops	T-5	11	Orvis	T-56	32
Big 5 Sporting Goods	22	19	Pacific Sunwear	29	22
BJ's Wholesale Club	85	44	Paragon Sports	99	49
Bob's	59	34	Payless ShoeSource	T-41	27
BSN Sports	51	30	Performance Bicycle	94	47
Cabela's	7	12	Play It Again Sports	71	38
Champs Sports	T-16	16	Puma	T-77	40
Christy Sports	100	49	Quiksilver	96	48
City Sports	95	47	Rack Room Shoes	T-61	34
Converse	84	43	Recreational Equipment, Inc.	T-10	14
Costco	18	17	Reebok	T-68	37
Crocs	66	36	Road Runner Sports	88	45
Dick's Sporting Goods	2	10	Ross Stores	39	26
Dillard's	67	36	Sam's Club	30	22
DSW	55	32	Scheels	T-61	35
DTLR	74	39	Sears	35	24
Dunham's Sports	40	26	Shiekh Shoes	86	44
EastBay	T-41	27	Shoe Carnival	T-48	29
Eastern Mountain Sports	83	43	Shoe Show	T-48	29
EBay	43	27	Shopko Stores	70	37
Eddie Bauer	24	20	Sierra Trading Post	T-72	39
Famous Footwear	36	25	Skechers	50	30
Fanatics	21	19	Sneaker Villa	97	48
Fleet Feet	87	44	Specialty Sports Venture	T-77	41
Foot Locker	T-10	14	Sport Chalet	54	31
Footaction	46	28	Sports Endeavors, Inc. (Eurosport)	82	42
Fred Meyer	91	46	Sportsman's Warehouse	38	26
Gander Mountain	T-16	17	Sun & Ski	92	46
Golf Galaxy	T-63	36	Target	3	11
Golfsmith International	27	21	The Bon-Ton Stores	89	45
Gym Source	90	45	The Buckle	81	42
Hibbett	26	21	The Finish Line	12	15
J.C.Penney	25	20	The North Face	T-75	40
Jimmy Jazz	T-63.	35	The Sports Authority	T-5	12
Journeys	19	18	The Sportsman's Guide	45	28
Kmart	T-56	33	The Walking Company	T-77	41
Kohl's	15	16	Tilly's	44	28
L.L.Bean	14	16	TSG Enterprises	98	49
LIDS	28	21	Under Armour	34	24
Lucy Activewear	93	46	Vans	53	31
LuluLemon Athletica	13	15	Walmart	1	10
Macy's	23	19	West Marine	37	25
Marmaxx (T.J. Maxx/Marshalls)	20	18	Worldwide Golf	T-68	37
MC Sports	20	41	Zappos	47	29
Meijer	60	34	Zumiez	31	23

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 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 Association
 8505 Fenton St., Suite 211
 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
 f 585.742.2645
sportsspecialistsltd.com

Team Athletic Goods
 629 Cepi Drive
 Chesterfield, MO 63005
 t 636.530.3710
 f 636.530.3711
tag1.com

Tennis Industry Association
 1 Corpus Christi Place, Suite 117
 Hilton Head Island, SC 29928
 t. 843.686.3036
 f. 843.686.3078
tennisindustry.org

Worldwide
 8211 South 194th
 Kent, WA 98032
 t 253.872.8746
 f 253.872.7603
wdi-wdi.com

JUNE

26-28 Sports, Inc. Summer Team Dealer Show
 Nashville, TN

JULY

8-11 NBS Summer Market
 Austin, TX

10-13 European Outdoor Trade Fair
 Friedrichshafen, Germany

15-17 ASI Chicago
 Chicago, IL

18-20 A.D.A. Spring Show
 Reno, Nevada

AUGUST

6-9 Outdoor Retailer Summer Market
 Salt Lake City, UT

14-16 Sports Inc. Outdoor Show
 Nashville, TN

24 Tennis Industry Association
 The Tennis Show
 New York, NY

SEPTEMBER

3-8 NBS Fall Semi - Annual Market
 Fort Worth, TX

4-6 Imprinted Sportswear Show (ISS)
 Orlando, FL

10-12 Interbike International Trade Expo
 Las Vegas, NV

16-17 SFIA Industry Leaders Summit
 Chicago, IL

OCTOBER

7-9 OIA Rendezvous
 Asheville, NC

NOVEMBER

3-5 NBS Fall Athletic Market
 Ft. Worth, TX

15-16 A.D.A. Fall Show
 Palm Springs, CA

23-25 Sports, Inc. Fall Team Dealer Show
 Las Vegas, NV

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