

Bulletin

April 2010 Retail Sales • Released June 23, 2010

SALES CONTINUE TO IMPRESS

The latest news from the retail front continues to be impressive in 2010. For the fifth consecutive month, non-automotive sales increased on a month-over-month comparison.

Unadjusted non-automotive retail sales were up by 4.5% in April. This moderate growth on the tails of a very impressive March makes last year's recession seem to be but a distant memory.

In what is shaping up to be a banner year for this sector, Building Material and Garden Equipment Stores pounded all other major categories once again in April by posting a sales increase of 10.4% (4.9 percentage points higher than any other major category). An early gardening and home-renovation season spurred by an early spring are the latest factors to contribute to the sector's fortunes.

Furniture and Home Furnishings Stores (up 6.3%), and Electronics and Appliance Stores (up 4.0%) also enjoyed a good April on the coat tails of what was still a hot housing market.

Clothing and Accessories Stores continued to show signs of recovery, posting an increase in sales of 5.5%, while General Merchandise Stores (up 5.0%) continued to show steady growth in a sector that was not as deeply affected by the recession.

Also holding a very positive 2010 trend, sales in the Health and Personal Care Stores category grew by 4.4% in April, while sales in Food and Beverage Stores were up by 3.3%.

Lastly, despite book and music stores being battered by competition from new retail channels, the Sporting Goods, Hobby, Music, and Book Stores sector managed to grow its sales by 1.1% in April.

On the regional front, every region continued to show strong growth, with British Columbia leading the charge (year-to-date retail sales up by 9.2% from 2009), followed by Québec and Atlantic Canada (up 8.6% and 8.5% year-to-date respectively), Ontario (up 6.4% year-to-date), Alberta (up 6.1% year-to-date), and the Prairie Provinces (up 6% year-to-date).

The country's vibrant retail scene continues to attract international retailers. Apparel and Accessories retailer, Hot Topic announced they are coming into the country, while Crate and Barrel and Whole Foods are expanding their Canadian operations. Lowe's has announced its expansion into Alberta,

and CB2 (a subsidiary of Crate and Barrel) is opening its first Canadian store in Toronto.

April Consumer Confidence was 84.8 (down 7.8 points from March). This might serve as a reminder to retailers that while 2010 results have been outstanding, a still high unemployment rate and uncertainty in the global markets can dampen the consumers' mood and their willingness to spend.

However, the outlook going forward continues to be positive. As predicted earlier this year, growth will be more moderate in the second half of the year due to higher 2009 comparables.

**RELEASE DATE OF THE NEXT
NATIONAL RETAIL BULLETIN**
July 22, 2010

Please note:

The J.C. Williams Group National Retail Bulletin compares the latest monthly release of "raw" (i.e., unadjusted for seasonality) retail sales figures to those in the *same calendar month of the previous year*. Statistics Canada also reports seasonally adjusted sales that are compared to the *previous month within the current calendar year* to measure change in Gross Domestic Product (GDP). Although other sources use seasonally adjusted figures, J.C. Williams Group believes that using raw figures and making comparisons to the previous year's performance more accurately reflects the seasonality of the retail industry and, therefore, are more useful in analysis.

Retail Sales by Store Category

Sales for the Month of April	2010	2009	2010/2009
All Stores	36,309,722	33,928,247	7.0%
Motor vehicle and parts dealers	8,908,011	8,169,109	9.0%
Gasoline stations	3,825,957	3,191,226	19.9%
All Stores Less Automotive	23,575,754	22,567,912	4.5%
Food and Beverage Stores	8,523,314	8,252,850	3.3%
Health and Personal Care Stores	2,537,643	2,431,816	4.4%
All Stores Less Automotive, Food, Pharmacies	12,514,797	11,883,246	5.3%
General Merchandise Stores	4,358,208	4,152,295	5.0%
Furniture, Home Furnishings, Electronics and Appliance Stores	2,128,901	2,022,514	5.3%
Furniture and Home Furnishing Stores	1,153,418	1,084,570	6.3%
Electronics and Appliance Stores	975,483	937,944	4.0%
Clothing and Accessories Stores	1,905,875	1,805,964	5.5%
Clothing Stores	1,492,225	1,416,008	5.4%
Shoes, Jewellery, luggage and leather goods stores	413,650	389,956	6.1%
Sporting Goods, Hobby, Music, and Book Stores	868,926	859,425	1.1%
Building Material and Garden Equipment Stores	2,411,994	2,184,492	10.4%
Miscellaneous Store Retailers	840,893	858,556	-2.1%

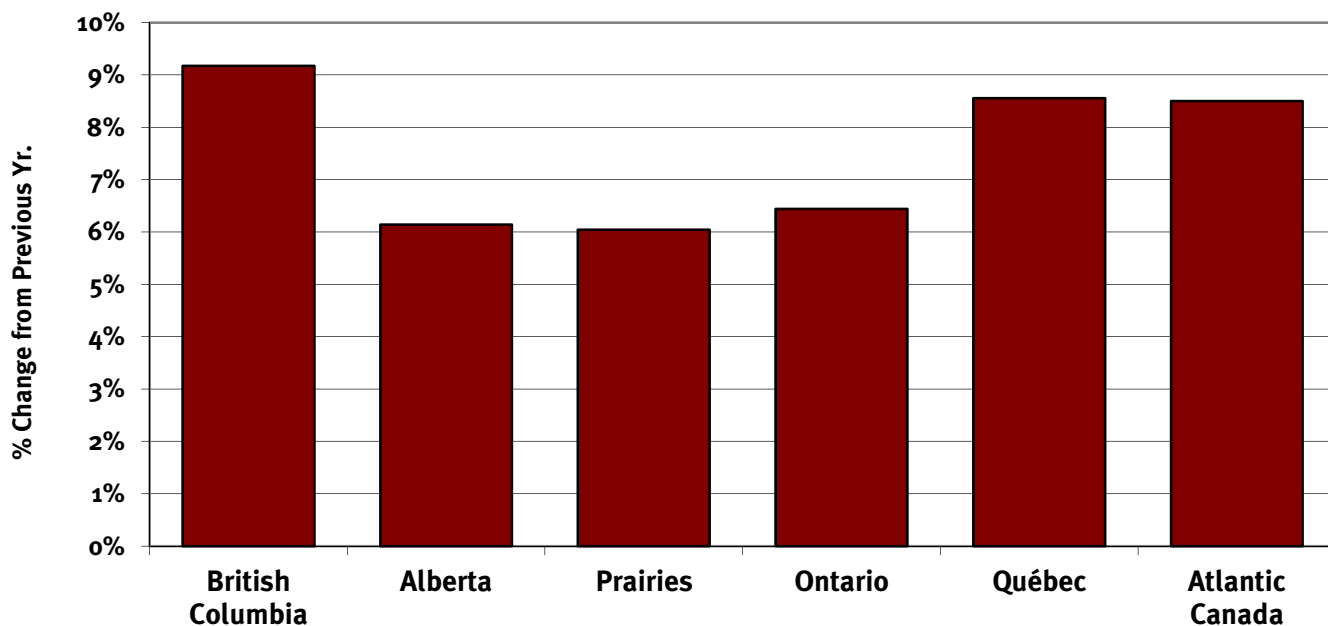
Year to Date Sales Ending April	2010	2009	2010/2009
All Stores	130,151,002	121,229,310	7.4%
Motor vehicle and parts dealers	28,962,688	25,948,828	11.6%
All Stores Less Automotive	86,608,176	83,066,208	4.3%
Food and Beverage Stores	32,111,592	31,455,896	2.1%
Health and Personal Care Stores	9,995,621	9,616,479	3.9%
All Stores Less Automotive, Food, Pharmacies	44,500,963	41,993,833	6.0%
General Merchandise Stores	15,253,544	14,462,868	5.5%
Furniture, Home Furnishings and Electronics Stores	8,339,658	8,053,108	3.6%
Furniture and Home Furnishings Stores	4,455,912	4,169,052	6.9%
Electronics and Appliance Stores	3,883,746	3,884,056	0.0%
Clothing and Accessories Stores	6,620,419	6,241,697	6.1%
Clothing Stores	5,182,398	4,885,927	6.1%
Shoes, Clothing Accessories, and Jewellery Stores	1,438,021	1,355,770	6.1%
Sporting Goods, Hobby, Music, and Book Stores	3,249,055	3,128,501	3.9%
Building Material and Garden Equipment Stores	7,770,308	6,828,864	13.8%
Miscellaneous Store Retailers	3,267,978	3,278,795	-0.3%

ALL DOLLAR VALUES EXPRESSED IN THOUSANDS OF CANADIAN DOLLARS; UNADJUSTED FIGURES; SOURCE: STATISTICS CANADA

Retail Trade, Canada, All Stores, by Region

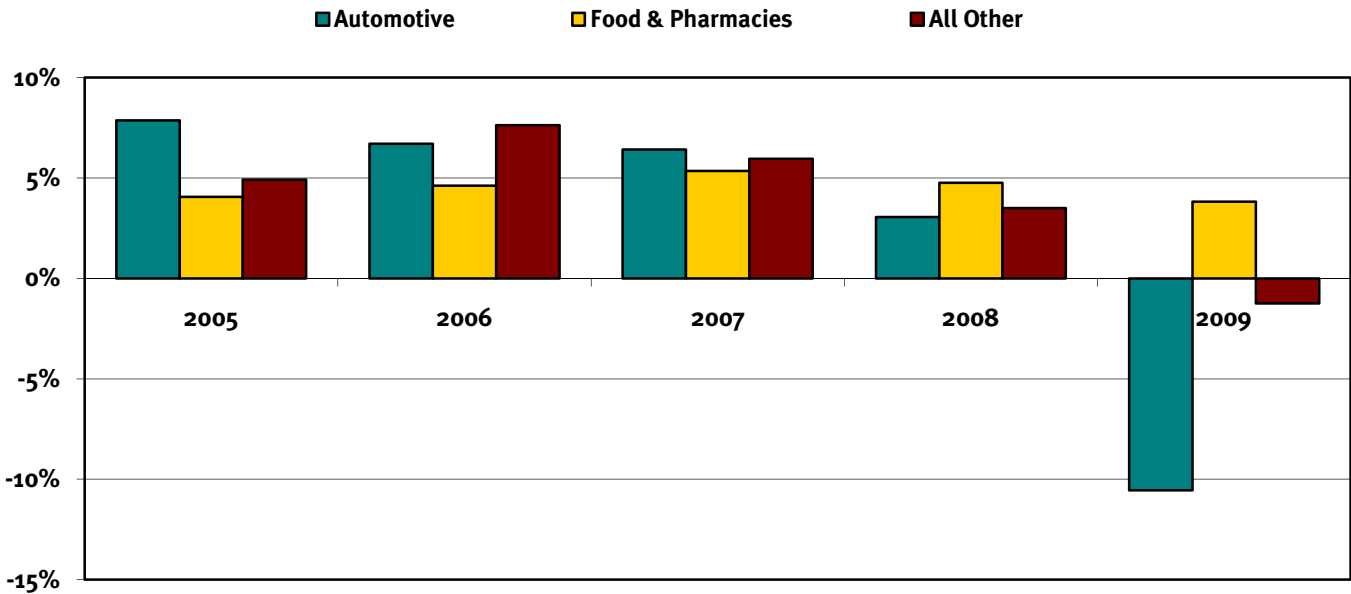
	Year-to-date 2010	Same period 2009	Change 2010/2009
British Columbia	17,618,736	16,137,922	9.2%
Alberta	17,769,972	16,741,531	6.1%
Prairies	9,077,373	8,560,044	6.0%
Ontario	46,023,946	43,238,541	6.4%
Québec	29,693,200	27,352,682	8.6%
Atlantic Canada	9,485,305	8,742,206	8.5%

**Percentage Change in Retail Trade, All Stores, By Region
Year-to-date Compared to Same Period Last Year**

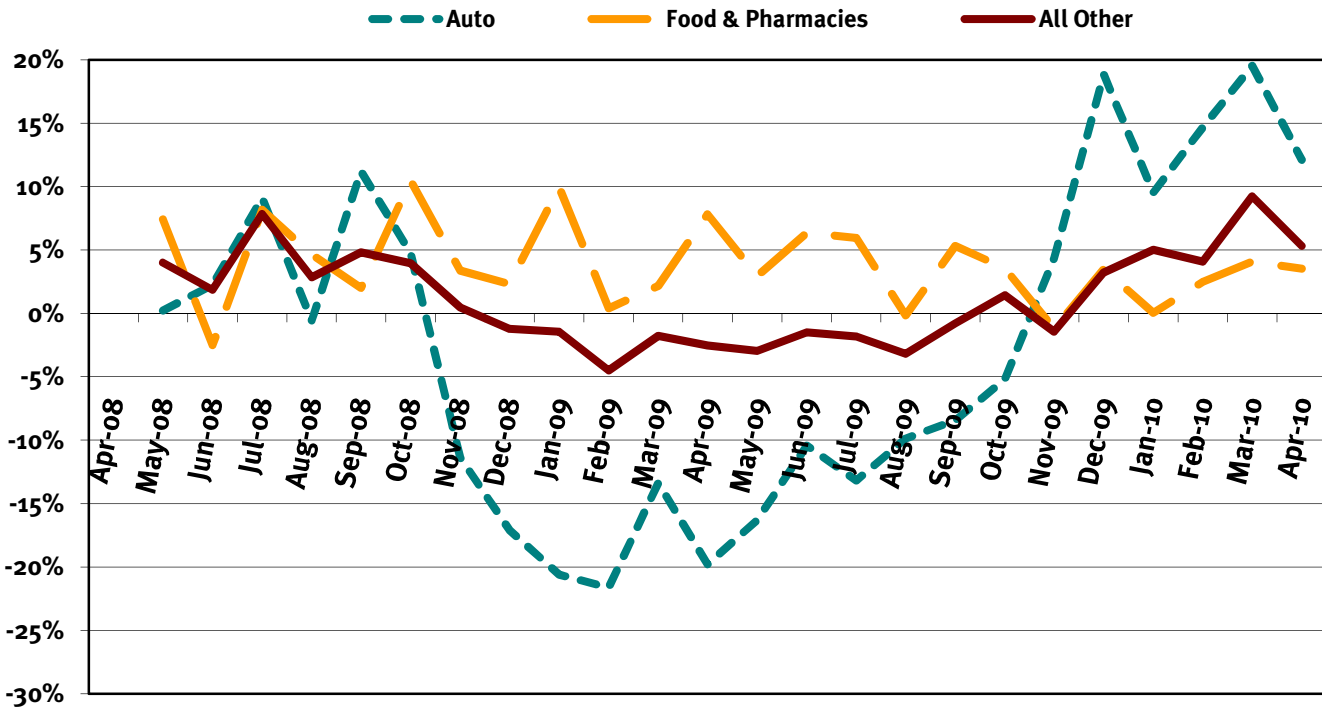


For more detailed information on retail sales, please contact J.C. Williams Group

Canadian Retail Sales by Major Product Category, Year Over Year



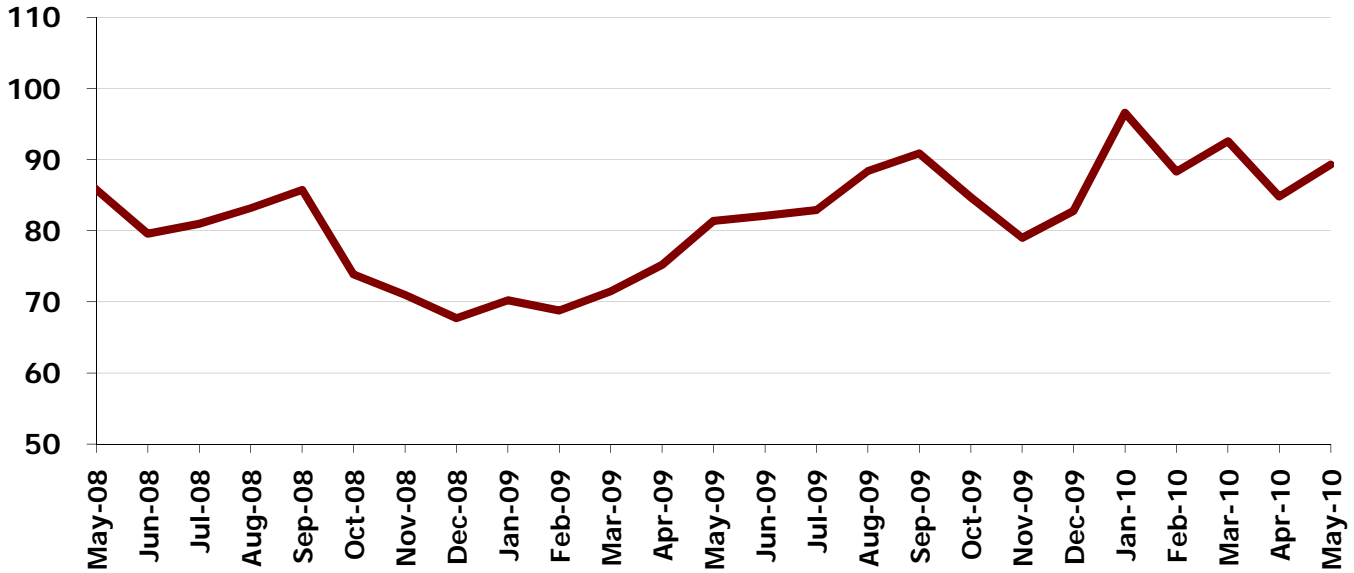
Canadian Retail Sales by Major Product Category, From the Same Month a Year Earlier



Consumer Price Index

April 2010 vs. April 2009 **1.8%**
 May 2010 vs. May 2009 **1.4%**

Canadian Consumer Confidence Index (1985 = 100)



Canadian Consumer Expenditures Index (2004 = 100)

