

Bulletin

U.S. Data

Advance June 2010 Retail Sales • Released July 14, 2010

SPOTTY JUNE RESULTS

April showers and May flowers did not delight consumers in June, as confidence dropped 10 points from last month, landing at 53 points. With a 9.5% unemployment rate and continued debate on whether extending unemployment benefits slows or spurs recovery, consumer confidence is fragile at best during this time.

While All Stores sales were up 4.9% for the month, lagging year-to-date growth (6.5%), All Stores Less Automotive-related retail was simply on par, increasing on average by 4.0%.

Few retail categories experienced exceptional sales growth in June, however three categories came out on top.

Online merchants continue to shine through consistently with strong results, while overall sales of Nonstore retailers in June grew by 11%.

Electronics and Appliance Stores sales were up 7.6%. With the debut of the iPhone4, consumers got their share of exciting gadgets for the month, although Best Buy comparable store sales only grew 2.8% during their last quarter.

Clothing and Accessories Stores also held up well, increasing sales by 6.1% amidst high temperatures that brought consumers indoors to stores. With some heavy promotions to assist, Abercrombie

and Fitch beat the category average, growing same-store sales by 9% for the month.

General Merchandise stores provided lackluster growth of 2.8% while Department Stores (excluding leased departments) only grew by half a percent in June. However, there were some exceptional results from retailers like Nordstrom, whose comparable store sales grew 14.1% that month. Other retailers such as Macy's had approximately half the growth, with a 6.5% increase in same-store sales.

Sales at Building Material and Garden Equipment Stores increased by 3.6%. These results are positive amidst an erratic housing market that is dealing with the end of the federal homebuyer tax credit and the lowest monthly housing starts seen to-date.

Sporting Goods, Hobby, Book and Music Stores sales were up by 2.0% for the month.

Food and Beverage Stores had moderate growth of 1.9%, while Health and Personal Care Stores sales were up by 2.2% in June.

As we head into Back-to-School season more aggressive and creative marketing strategies are likely to develop from retailers. With consumer confidence changing direction frequently and an economy that is recovering at a snail's pace, retailers are wise to continue to assess how to meet their customers' needs.

Join us next month to see if consumer confidence has increased and what retailers can look forward to with Back-to-School.

RELEASE DATE OF THE NEXT NATIONAL RETAIL BULLETIN:
August 13, 2010

Please note:

The J.C. Williams Group National Retail Bulletin compares the latest monthly release of "raw" (i.e., unadjusted for seasonality, holiday, and trading day) retail sales figures to those in the *same calendar month of the previous year*. The U.S. Census Bureau 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. Definitions can be found on the U.S. Census Website: www.census.gov.

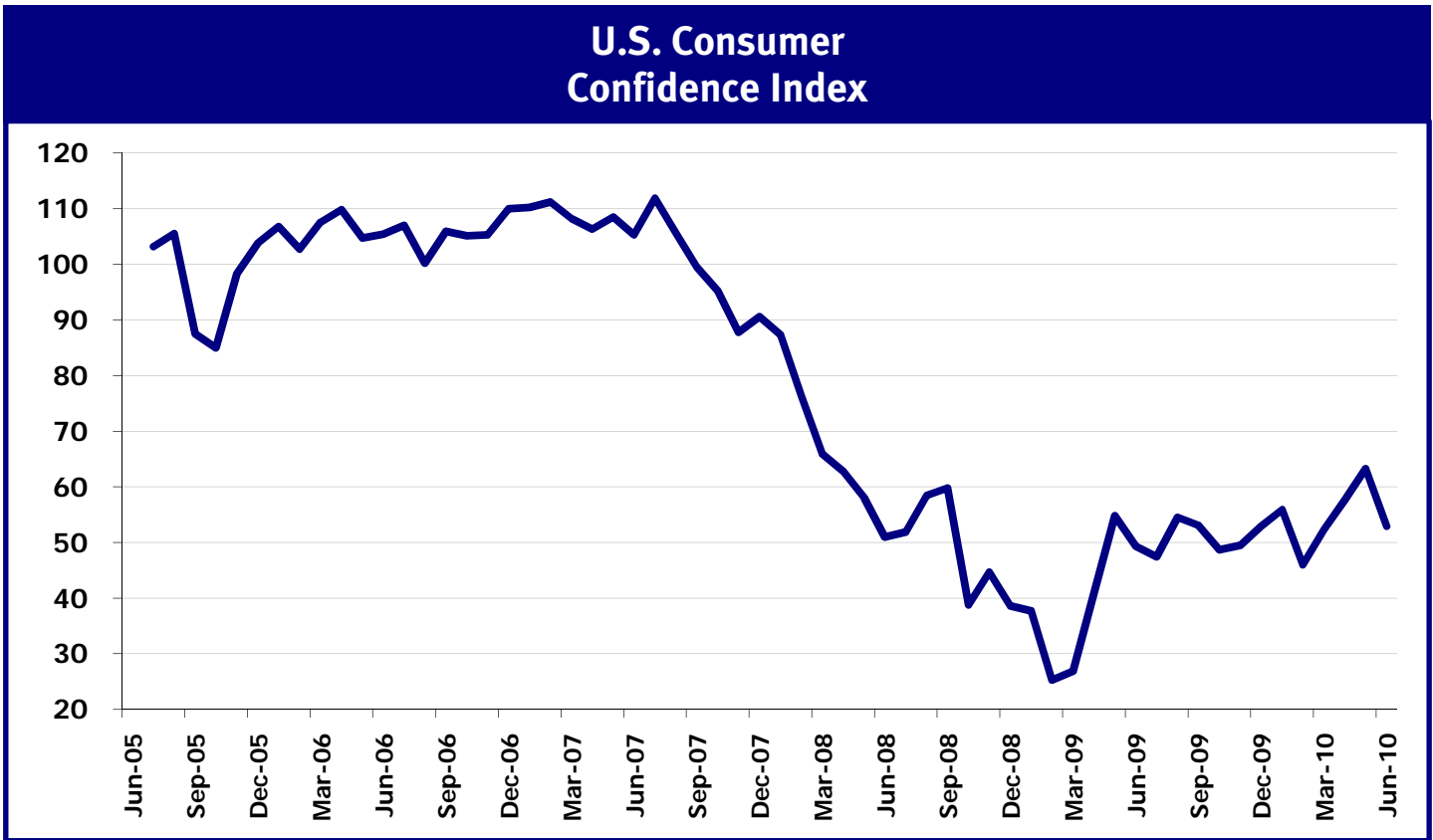
Retail Sales by Store Category

Sales for the Month of June	2010	2009	2010/2009
All Stores	367,116	349,960	4.9%
Motor Vehicle and Parts Dealers	65,755	61,467	7.0%
Gasoline Stations	37,030	34,232	8.2%
All Stores less Automotive	264,331	254,261	4.0%
Food and Beverage Stores	48,540	47,621	1.9%
Grocery Stores	43,260	42,511	1.8%
Health and Personal Care Stores	21,601	21,131	2.2%
All Stores Less Automotive, Food, Pharmacies	194,190	185,509	4.7%
Building Material and Garden Equipment Stores	28,240	27,271	3.6%
General Merchandise Stores	48,742	47,400	2.8%
Department Stores (excluding leased departments)	14,390	14,322	0.5%
Clothing and Accessories Stores	16,714	15,746	6.1%
Furniture, Home Furnishings, Electronics and Appliance Stores	15,679	14,948	4.9%
Furniture and Home Furnishing Stores	7,469	7,317	2.1%
Electronics and Appliance Stores	8,210	7,631	7.6%
Sporting Goods, Hobby, Book and Music Stores	6,679	6,548	2.0%
Miscellaneous Store Retailers	10,521	9,761	7.8%
Nonstore Retailers	27,536	24,813	11.0%
Food Services and Drinking Places	40,079	39,022	2.7%

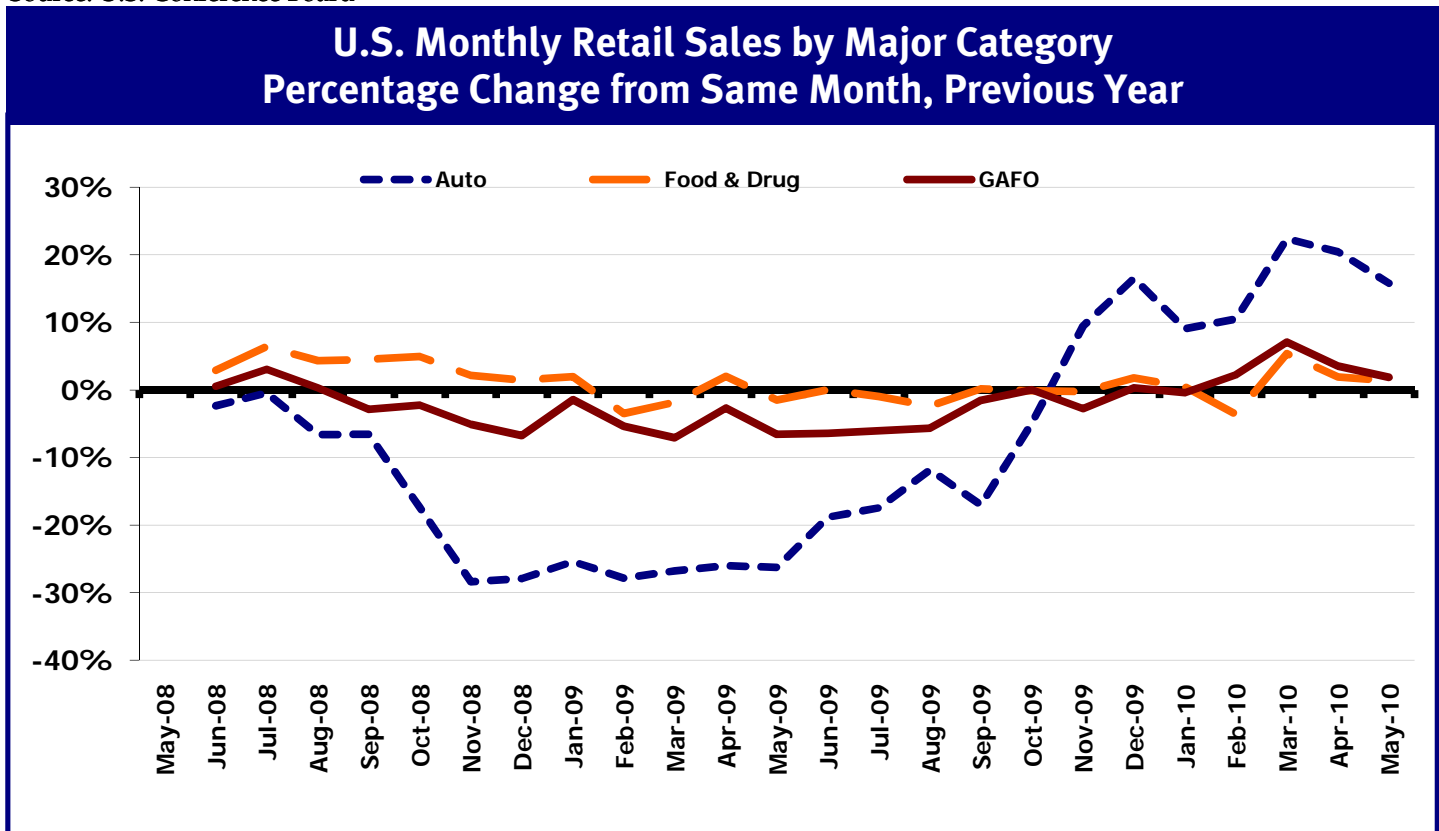
Year to Date Sales Ending June	2010	2009	2010/2009
All Stores	2,118,031	1,988,588	6.5%
Motor Vehicle and Parts Dealers	372,612	339,219	9.8%
Gasoline Stations	210,808	171,123	23.2%
All Stores less Automotive	1,534,611	1,478,246	3.8%
Food and Beverage Stores	287,956	281,236	2.4%
Grocery Stores	258,290	252,428	2.3%
Health and Personal Care Stores	129,042	125,863	2.5%
All Stores Less Automotive, Food, Pharmacies	1,117,613	1,071,147	4.3%
Building Material and Garden Equipment Stores	143,862	138,534	3.8%
General Merchandise Stores	286,547	278,412	2.9%
Department Stores (excluding leased departments)	84,039	84,390	-0.4%
Clothing and Accessories Stores	98,886	94,219	5.0%
Furniture, Home Furnishings, Electronics and Appliance Stores	91,339	89,573	2.0%
Furniture and Home Furnishing Stores	43,695	42,775	2.2%
Electronics and Appliance Stores	47,644	46,798	1.8%
Sporting Goods, Hobby, Book and Music Stores	38,906	37,499	3.8%
Miscellaneous Store Retailers	56,292	54,145	4.0%
Nonstore Retailers	168,136	149,448	12.5%
Food Services and Drinking Places	233,645	229,317	1.9%

Source: US Census Bureau. All Values are expressed in millions of US dollars and are not seasonally adjusted

350 West Hubbard St. Ste 240, Chicago, IL 60610 Tel: (312) 673-1254 Fax: (312) 822-9162 Website: www.jcwg.com
 For more info, please contact Jim Okamura at (312) 673-1254, John Archer at (416) 921-4181, or e-mail info@jcwg.com



Source: U.S. Conference Board



Source: U.S. Census Bureau