



## Year End '04 Summary Report: National Sales

Category:	RUNNING SHOES		
Sub-cat:	ALL	Store:	ALL
Gender:	ALL	Price:	ALL
Week Ending:	12/26/04	Report date:	02/15/05

Total Dollars									
	Current Year			Prior Year		% Change			
	This Week	Last Week	YTD	Same Week	YTD	Last Week	Same Week LY	YTD	
<b>TOTAL</b>	55,034,159	46,528,922	2,283,176,422	52,522,840	2,262,152,351	18.28	4.78	0.93	
<b>Store Channel</b>									
Mass Merchandise	846,070	826,963	87,964,084	1,347,548	105,372,383	2.31	-37.21	-16.52	
Department	5,096,557	4,343,894	197,304,710	4,823,442	227,620,011	17.33	5.66	-13.32	
Full Line	24,999,663	20,588,149	1,053,237,582	23,924,636	1,009,661,324	21.43	4.49	4.32	
Super	0	0	0	0	0	0.00	0.00	0.00	
Mall Spec	18,685,697	15,403,302	673,148,744	17,609,769	633,638,846	21.31	6.11	6.24	
Strip Spec	4,372,363	4,279,373	198,654,830	3,476,287	193,067,419	2.17	25.78	2.89	
Internet	1,033,809	1,087,241	72,866,472	1,341,158	92,792,368	-4.91	-22.92	-21.47	
Catalog	0	0	0	0	0	0.00	0.00	0.00	
Other	0	0	0	0	0	0.00	0.00	0.00	
<b>Geographic Region</b>									
New England	2,420,480	2,453,286	157,630,974	3,315,500	168,747,864	-1.34	-27.00	-6.59	

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Middle Atlantic	5,747,560	5,063,582	318,024,815	7,619,830	358,904,444	13.51	-24.57	-11.39
East North Central	8,641,351	7,114,309	353,380,826	6,460,469	306,672,914	21.46	33.76	15.23
West North Central	3,602,203	3,007,204	147,256,458	2,592,422	135,765,263	19.79	38.95	8.46
South Atlantic	14,831,162	12,682,261	563,478,557	14,957,321	603,360,591	16.94	-0.84	-6.61
South Central	13,107,266	10,301,540	446,064,817	11,093,592	409,520,209	27.24	18.15	8.92
Mountain	2,649,775	2,169,043	100,261,809	1,689,050	75,665,621	22.16	56.88	32.51
Pacific	4,034,362	3,737,698	197,078,219	4,794,657	203,515,507	7.94	-15.86	-3.16
<b>Geographic Place</b>								
City	7,051,982	6,430,751	356,186,422	8,499,210	372,323,898	9.66	-17.03	-4.33
Suburb	26,770,601	23,049,032	1,116,284,830	25,239,385	1,101,162,607	16.15	6.07	1.37
Rural	21,211,575	17,049,138	810,705,090	18,784,243	788,665,775	24.41	12.92	2.79
<b>Sizes</b>								
5.0 and under	1,991,779	1,852,087	88,586,452	2,208,567	92,780,181	7.54	-9.82	-4.52
5.5 to 7.5	9,752,164	7,842,561	367,915,088	9,014,277	363,762,729	24.35	8.19	1.14
8.0 to 9.5	20,461,695	17,135,931	822,573,283	18,720,313	801,755,399	19.41	9.30	2.60
10.0 to 12.0	19,804,492	17,055,034	867,664,027	19,583,250	863,073,746	16.12	1.13	0.53
12.5 and up	3,023,420	2,643,309	136,428,774	2,995,802	140,744,219	14.38	0.92	-3.07