



## 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

	Number of Units Sold								
	Current Year			Prior Year		% Change			
	This Week	Last Week	YTD	Same Week	YTD	Last Week	Same Week LY	YTD	
<b>TOTAL</b>	1,034,498	902,448	42,353,914	995,477	41,311,353	14.63	3.92	2.52	
<b>Store Channel</b>									
Mass Merchandise	17,712	19,102	1,806,924	26,629	2,034,819	-7.28	-33.49	-11.20	
Department	149,847	128,690	5,185,567	138,080	5,711,649	16.44	8.52	-9.21	
Full Line	432,010	369,850	18,625,269	421,698	17,471,784	16.81	2.45	6.60	
Super	0	0	0	0	0	0.00	0.00	0.00	
Mall Spec	314,716	263,959	11,090,316	309,577	10,571,811	19.23	1.66	4.90	
Strip Spec	105,319	105,084	4,642,474	82,042	4,290,782	0.22	28.37	8.20	
Internet	14,894	15,763	1,003,364	17,451	1,230,508	-5.51	-14.65	-18.46	
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	45,677	47,750	3,095,955	68,451	3,373,582	-4.34	-33.27	-8.23	

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Middle Atlantic	110,064	96,715	5,954,534	146,836	6,659,045	13.80	-25.04	-10.58	
East North Central	160,653	137,177	6,584,499	124,140	5,719,205	17.11	29.41	15.13	
West North Central	66,916	57,448	2,694,632	51,133	2,541,805	16.48	30.87	6.01	
South Atlantic	277,089	247,445	10,321,070	273,778	10,629,941	11.98	1.21	-2.91	
South Central	243,258	196,988	8,089,260	205,284	7,324,768	23.49	18.50	10.44	
Mountain	52,730	44,985	1,974,205	34,325	1,430,766	17.22	53.62	37.98	
Pacific	78,111	73,940	3,639,792	91,532	3,632,294	5.64	-14.66	0.21	
<b>Geographic Place</b>									
City	133,115	123,646	6,578,624	160,514	6,729,057	7.66	-17.07	-2.24	
Suburb	490,900	438,160	20,362,624	475,381	19,811,896	12.04	3.26	2.78	
Rural	410,481	340,639	15,412,585	359,580	14,770,323	20.50	14.16	4.35	
<b>Sizes</b>									
5.0 and under	58,519	56,304	2,620,139	61,888	2,607,430	3.93	-5.44	0.49	
5.5 to 7.5	192,124	163,117	7,445,201	182,075	7,254,612	17.78	5.52	2.63	
8.0 to 9.5	373,328	323,054	14,872,784	347,167	14,313,682	15.56	7.54	3.91	
10.0 to 12.0	353,921	309,511	14,942,908	347,120	14,605,304	14.35	1.96	2.31	
12.5 and up	56,594	50,460	2,472,702	57,218	2,529,113	12.16	-1.09	-2.23	