

TRG Facebook Fans Listing - Alpha

Company Name	Category	4-Jan-10	1-Apr-10	30-Jun-10	31-Jul-10	31-Aug-10	month # change	month % change
Abercrombie & Fitch (ANF)	Specialty Apparel	606,237	954,177	1,231,542	1,415,147	1,601,826	186,679	13.2%
Abercrombie & Fitch (ANF) - Gilly Hicks	Specialty Apparel	n/a	26,310	35,816	39,271	44,173	4,902	12.5%
Abercrombie & Fitch (ANF) - Hollister	Specialty Apparel	n/a	497,273	801,030	1,155,605	1,440,515	284,910	24.7%
Aerostale (ARO)	Specialty Apparel	368,996	557,305	738,809	870,976	1,001,644	130,668	15.0%
American Apparel (APP)	Specialty Apparel	170,268	225,052	256,527	268,362	280,068	11,706	4.4%
American Eagle (AEO)	Specialty Apparel	654,046	946,269	1,251,263	1,465,792	1,597,715	131,923	9.0%
Ann Taylor (ANN)	Specialty Apparel	9,417	26,796	37,561	55,712	59,121	3,409	6.1%
Bebe (BEBE)	Specialty Apparel	46,594	85,637	135,689	148,647	165,520	16,873	11.4%
Best Buy (BBY)	Specialty Hardlines	n/a	1,113,486	1,134,749	1,175,702	1,190,362	14,660	1.2%
Blockbuster (BBI)	Other	n/a	40,951	44,490	45,108	45,920	812	1.8%
Brinker (EAT) - Chili's	Restaurants	196,449	264,241	393,211	413,745	431,255	17,510	4.2%
Brinker (EAT) - Maggiano's	Restaurants	15,970	21,931	26,524	27,561	28,944	1,383	5.0%
Build-A-Bear (BBW)	Other	47,519	97,516	110,789	115,302	120,076	4,774	4.1%
Cache (CACH)	Specialty Apparel	n/a	3,825	5,628	6,081	6,596	515	8.5%
Casual Male (CMRG)	Specialty Apparel	923	1,658	2,103	5,685	5,802	117	2.1%
Cato Corp (CATO)	Specialty Apparel	6,038	9,517	12,750	13,160	13,845	685	5.2%
Cheesecake Fact (CAKE)	Restaurants	288,873	349,086	381,711	504,746	516,536	11,790	2.3%
Chico's (CHS)	Specialty Apparel	n/a	8,090	11,361	11,316	12,228	912	8.1%
Children's Place (PLCE)	Specialty Apparel	170,114	395,481	458,053	554,603	622,485	67,882	12.2%
Chipotle Mexican Grill (CMG)	Restaurants	545,104	642,883	751,863	838,568	886,526	47,958	5.7%
CKE Restaurants (CKR) - Carl's Jr.	Restaurants	74,519	122,548	225,318	243,312	264,674	21,362	8.8%
Coach (COH)	Other	516,381	648,182	785,404	869,529	949,492	79,963	9.2%
Collective Brands (PSS) - Payless	Other	n/a	19,582	46,582	57,526	63,892	6,366	11.1%
Cost Plus World Market (CPWM)	Specialty Hardlines	21,461	104,449	108,756	110,770	113,407	2,637	2.4%
Darden (DRI) - Olive Garden	Restaurants	n/a	318,481	408,360	443,883	484,257	40,374	9.1%
Darden (DRI) - Red Lobster	Restaurants	n/a	81,075	99,830	103,089	131,137	28,048	27.2%
Deckers (DECK) - UGG	Other	288,843	330,866	335,672	336,736	337,771	1,035	0.3%
Dress Barn (DBRN) - Limited Too	Specialty Apparel	4,179	5,596	6,246	6,347	6,371	24	0.4%
Forever 21	Specialty Apparel	520,427	752,603	988,875	1,513,918	1,902,895	388,977	25.7%
Gymboree (GYMB)	Specialty Apparel	64,398	87,843	107,709	131,032	143,762	12,730	9.7%
Home Depot (HD)	Specialty Hardlines	19,937	32,153	138,980	142,058	145,762	3,704	2.6%
Hot Topic (HOTT)	Specialty Apparel	137,645	225,250	421,032	792,739	994,907	202,168	25.5%
J.C. Penney (JCP)	Department/Discount	694,208	804,930	855,288	914,864	952,172	37,308	4.1%
Kirkland's (KIRK)	Specialty Hardlines	15,941	27,290	37,105	38,376	40,921	2,545	6.6%
Kohl's (KSS)	Department/Discount	907,960	975,860	1,047,068	1,512,105	2,513,331	1,001,226	66.2%
Lowe's (LOW)	Specialty Hardlines	n/a	95,984	116,555	120,230	122,271	2,041	1.7%
Lululemon Athletica (LULU)	Specialty Apparel	82,549	109,296	134,188	162,805	180,029	17,224	10.6%
Macy's (M)	Department/Discount	228,747	401,997	486,572	494,647	501,800	7,153	1.4%
McDonald's (MCD)	Restaurants	1,544,142	2,003,033	2,389,528	2,644,532	2,839,420	194,888	7.4%
New York & Co (NWY)	Specialty Apparel	13,215	22,118	28,649	30,798	58,028	27,230	88.4%
Nordstrom (JWN)	Department/Discount	39,104	61,666	82,686	161,332	175,497	14,165	8.8%
Overstock (OSTK)	Other	14,989	22,866	29,396	31,388	33,726	2,338	7.4%
P.F. Chang's (PFCB)	Restaurants	47,450	68,505	99,209	101,816	104,555	2,739	2.7%
Pacific Sunwear (PSUN)	Specialty Apparel	159,667	247,840	291,738	298,446	308,634	10,188	3.4%
Panera Bread (PNRA)	Restaurants	162,330	258,753	286,294	293,529	325,931	32,402	11.0%
Pier 1 (PIR)	Specialty Hardlines	14,541	22,421	28,253	31,415	35,388	3,973	12.6%
Pottery Barn (WSM)	Specialty Hardlines	n/a	98,427	111,861	138,444	146,805	8,361	6.0%
Pottery Barn (WSM) - Pottery Barn Kids	Specialty Hardlines	n/a	35,007	49,392	60,999	73,003	12,004	19.7%
Ross Stores (ROST)	Department/Discount	1,706	4,757	8,767	9,786	10,288	502	5.1%
Ruby Tuesday (RT)	Restaurants	n/a	81,265	89,744	92,153	94,775	2,622	2.8%
Sears (SHLD)	Department/Discount	160,120	157,900	160,380	160,570	161,052	482	0.3%
Starbucks (SBUX)	Restaurants	5,317,769	6,463,953	8,540,614	11,450,335	13,041,602	1,591,267	13.9%
Talbots (TLB)	Specialty Apparel	6,983	35,655	40,087	41,207	60,835	19,628	47.6%
Target (TGT)	Department/Discount	693,763	991,911	1,187,528	1,518,023	1,698,309	180,286	11.9%
The Buckle (BKE)	Specialty Apparel	n/a	49,749	75,108	82,668	91,952	9,284	11.2%
The Gap (GPS) - Banana Republic	Specialty Apparel	60,739	97,722	112,143	119,303	128,204	8,901	7.5%
The Gap (GPS) - Gap	Specialty Apparel	502,339	548,488	577,268	593,113	615,024	21,911	3.7%
The Gap (GPS) - Old Navy	Specialty Apparel	n/a	496,688	606,413	735,302	825,791	90,489	12.3%
Urban Outfitters (URBN)	Specialty Apparel	132,459	205,226	252,804	279,216	314,170	34,954	12.5%
Urban Outfitters (URBN) EUROPE	Specialty Apparel	151,493	189,184	218,620	223,544	226,486	2,942	1.3%
VF Corp (VFC) - Lee Jeans	Specialty Apparel	n/a	21,887	23,131	23,506	24,928	1,422	6.0%
VF Corp (VFC) - Lucy Activewear	Specialty Apparel	n/a	11,166	12,919	13,421	13,961	540	4.0%
VF Corp (VFC) - Wrangler	Specialty Apparel	n/a	6,684	8,249	17,337	24,004	6,667	38.5%
Volcom (VLCM)	Specialty Apparel	321,375	396,042	465,157	491,156	521,377	30,221	6.2%
Wal-Mart (WMT)	Department/Discount	n/a	711,210	1,248,339	1,504,058	1,624,324	120,266	8.0%
Wet Seal (WTSLA)	Specialty Apparel	43,361	230,596	426,635	570,302	701,540	131,238	23.0%
Yum Brands (YUM) - KFC	Restaurants	1,165,156	1,249,361	1,521,841	1,661,640	1,766,894	105,254	6.3%
Yum Brands (YUM) - Pizza Hut	Restaurants	1,077,868	1,228,900	1,358,260	1,415,151	1,423,544	8,393	0.6%
Yum Brands (YUM) - Taco Bell	Restaurants	714,817	923,620	1,163,726	1,818,383	2,398,041	579,658	31.9%
Zumiez (ZUMZ)	Specialty Apparel	23,909	41,730	56,419	60,612	69,076	8,464	14.0%

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Starbucks (SBUX)	Restaurants	5,317,769	6,463,953	8,540,614	11,450,335	13,041,602	1,591,267	13.9%
McDonald's (MCD)	Restaurants	1,544,142	2,003,033	2,389,528	2,644,532	2,839,420	194,888	7.4%
Kohl's (KSS)	Department/Discount	907,960	975,860	1,047,068	1,512,105	2,513,331	1,001,226	66.2%
Yum Brands (YUM) - Taco Bell	Restaurants	714,817	923,620	1,163,726	1,818,383	2,398,041	579,658	31.9%
Forever 21	Specialty Apparel	520,427	752,603	988,875	1,513,918	1,902,895	388,977	25.7%
Yum Brands (YUM) - KFC	Restaurants	1,165,156	1,249,361	1,521,841	1,661,640	1,766,894	105,254	6.3%
Target (TGT)	Department/Discount	693,763	991,911	1,187,528	1,518,023	1,698,309	180,286	11.9%
Wal-Mart (WMT)	Department/Discount	n/a	711,210	1,248,339	1,504,058	1,624,324	120,266	8.0%
Abercrombie & Fitch (ANF)	Specialty Apparel	606,237	954,177	1,231,542	1,415,147	1,601,826	186,679	13.2%
American Eagle (AEO)	Specialty Apparel	654,046	946,269	1,251,263	1,465,792	1,597,715	131,923	9.0%
Abercrombie & Fitch (ANF) - Hollister	Specialty Apparel	n/a	497,273	801,030	1,155,605	1,440,515	284,910	24.7%
Yum Brands (YUM) - Pizza Hut	Restaurants	1,077,868	1,228,900	1,358,260	1,415,151	1,423,544	8,393	0.6%
Best Buy (BBY)	Specialty Hardlines	n/a	1,113,486	1,134,749	1,175,702	1,190,362	14,660	1.2%
Aeropostale (ARO)	Specialty Apparel	368,996	557,305	738,809	870,976	1,001,644	130,668	15.0%
Hot Topic (HOTT)	Specialty Apparel	137,645	225,250	421,032	792,739	994,907	202,168	25.5%
J.C. Penney (JCP)	Department/Discount	694,208	804,930	855,288	914,864	952,172	37,308	4.1%
Coach (COH)	Other	516,381	648,182	785,404	869,529	949,492	79,963	9.2%
Chipotle Mexican Grill (CMG)	Restaurants	545,104	642,883	751,863	838,568	886,526	47,958	5.7%
The Gap (GPS) - Old Navy	Specialty Apparel	n/a	496,688	606,413	735,302	825,791	90,489	12.3%
Wet Seal (WTSLA)	Specialty Apparel	43,361	230,596	426,635	570,302	701,540	131,238	23.0%
Children's Place (PLCE)	Specialty Apparel	170,114	395,481	458,053	554,603	622,485	67,882	12.2%
The Gap (GPS) - Gap	Specialty Apparel	502,339	548,488	577,268	593,113	615,024	21,911	3.7%
Volcom (VLCM)	Specialty Apparel	321,375	396,042	465,157	491,156	521,377	30,221	6.2%
Cheesecake Fact (CAKE)	Restaurants	288,873	349,086	381,711	504,746	516,536	11,790	2.3%
Macy's (M)	Department/Discount	228,747	401,997	486,572	494,647	501,800	7,153	1.4%
Darden (DRI) - Olive Garden	Restaurants	n/a	318,481	408,360	443,883	484,257	40,374	9.1%
Brinker (EAT) - Chili's	Restaurants	196,449	264,241	393,211	413,745	431,255	17,510	4.2%
Deckers (DECK) - UGG	Other	288,843	330,866	335,672	336,736	337,771	1,035	0.3%
Panera Bread (PNRA)	Restaurants	162,330	258,753	286,294	293,529	325,931	32,402	11.0%
Urban Outfitters (URBN)	Specialty Apparel	132,459	205,226	252,804	279,216	314,170	34,954	12.5%
Pacific Sunwear (PSUN)	Specialty Apparel	159,667	247,840	291,738	298,446	308,634	10,188	3.4%
American Apparel (APP)	Specialty Apparel	170,268	225,052	256,527	268,362	280,068	11,706	4.4%
CKE Restaurants (CKR) - Carl's Jr.	Restaurants	74,519	122,548	225,318	243,312	264,674	21,362	8.8%
Urban Outfitters (URBN) EUROPE	Specialty Apparel	151,493	189,184	218,620	223,544	226,486	2,942	1.3%
Lululemon Athletica (LULU)	Specialty Apparel	82,549	109,296	134,188	162,805	180,029	17,224	10.6%
Nordstrom (JWN)	Department/Discount	39,104	61,666	82,686	161,332	175,497	14,165	8.8%
Bebe (BEBE)	Specialty Apparel	46,594	85,637	135,689	148,647	165,520	16,873	11.4%
Sears (SHLD)	Department/Discount	160,120	157,900	160,380	160,570	161,052	482	0.3%
Pottery Barn (WSM)	Specialty Hardlines	n/a	98,427	111,861	138,444	146,805	8,361	6.0%
Home Depot (HD)	Specialty Hardlines	19,937	32,153	138,980	142,058	145,762	3,704	2.6%
Gymboree (GYMB)	Specialty Apparel	64,398	87,843	107,709	131,032	143,762	12,730	9.7%
Darden (DRI) - Red Lobster	Restaurants	n/a	81,075	99,830	103,089	131,137	28,048	27.2%
The Gap (GPS) - Banana Republic	Specialty Apparel	60,739	97,722	112,143	119,303	128,204	8,901	7.5%
Lowe's (LOW)	Specialty Hardlines	n/a	95,984	116,555	120,230	122,271	2,041	1.7%
Build-A-Bear (BBW)	Other	47,519	97,516	110,789	115,302	120,076	4,774	4.1%
Cost Plus World Market (CPWM)	Specialty Hardlines	21,461	104,449	108,756	110,770	113,407	2,637	2.4%
P.F. Chang's (PFCB)	Restaurants	47,450	68,505	99,209	101,816	104,555	2,739	2.7%
Ruby Tuesday (RT)	Restaurants	n/a	81,265	89,744	92,153	94,775	2,622	2.8%
The Buckle (BKE)	Specialty Apparel	n/a	49,749	75,108	82,668	91,952	9,284	11.2%
Pottery Barn (WSM) - Pottery Barn Kids	Specialty Hardlines	n/a	35,007	49,392	60,999	73,003	12,004	19.7%
Zumiez (ZUMZ)	Specialty Apparel	23,909	41,730	56,419	60,612	69,076	8,464	14.0%
Collective Brands (PSS) - Payless	Other	n/a	19,582	46,582	57,526	63,892	6,366	11.1%
Talbots (TLB)	Specialty Apparel	6,983	35,655	40,087	41,207	60,835	19,628	47.6%
Ann Taylor (ANN)	Specialty Apparel	9,417	26,796	37,561	55,712	59,121	3,409	6.1%
New York & Co (NWY)	Specialty Apparel	13,215	22,118	28,649	30,798	58,028	27,230	88.4%
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Abercrombie & Fitch (ANF) - Gilly Hicks	Specialty Apparel	n/a	26,310	35,816	39,271	44,173	4,902	12.5%
Kirkland's (KIRK)	Specialty Hardlines	15,941	27,290	37,105	38,376	40,921	2,545	6.6%
Pier 1 (PIR)	Specialty Hardlines	14,541	22,421	28,253	31,415	35,388	3,973	12.6%
Overstock (OSTK)	Other	14,989	22,866	29,396	31,388	33,726	2,338	7.4%
Brinker (EAT) - Maggiano's	Restaurants	15,970	21,931	26,524	27,561	28,944	1,383	5.0%
VF Corp (VFC) - Lee Jeans	Specialty Apparel	n/a	21,887	23,131	23,506	24,928	1,422	6.0%
VF Corp (VFC) - Wrangler	Specialty Apparel	n/a	6,684	8,249	17,337	24,004	6,667	38.5%
VF Corp (VFC) - Lucy Activewear	Specialty Apparel	n/a	11,166	12,919	13,421	13,961	540	4.0%
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Chico's (CHS)	Specialty Apparel	n/a	8,090	11,361	11,316	12,228	912	8.1%
Wal-Mart (WMT)	Department/Discount	n/a	711,210	1,248,339	1,504,058	1,624,324	120,266	8.0%
The Gap (GPS) - Banana Republic	Specialty Apparel	60,739	97,722	112,143	119,303	128,204	8,901	7.5%
Overstock (OSTK)	Other	14,989	22,866	29,396	31,388	33,726	2,338	7.4%
McDonald's (MCD)	Restaurants	1,544,142	2,003,033	2,389,528	2,644,532	2,839,420	194,888	7.4%
Kirkland's (KIRK)	Specialty Hardlines	15,941	27,290	37,105	38,376	40,921	2,545	6.6%
Yum Brands (YUM) - KFC	Restaurants	1,165,156	1,249,361	1,521,841	1,661,640	1,766,894	105,254	6.3%
Volcom (VLCM)	Specialty Apparel	321,375	396,042	465,157	491,156	521,377	30,221	6.2%
Ann Taylor (ANN)	Specialty Apparel	9,417	26,796	37,561	55,712	59,121	3,409	6.1%
VF Corp (VFC) - Lee Jeans	Specialty Apparel	n/a	21,887	23,131	23,506	24,928	1,422	6.0%
Pottery Barn (WSM)	Specialty Hardlines	n/a	98,427	111,861	138,444	146,805	8,361	6.0%
Chipotle Mexican Grill (CMG)	Restaurants	545,104	642,883	751,863	838,568	886,526	47,958	5.7%
Cato Corp (CATO)	Specialty Apparel	6,038	9,517	12,750	13,160	13,845	685	5.2%
Ross Stores (ROST)	Department/Discount	1,706	4,757	8,767	9,786	10,288	502	5.1%
Brinker (EAT) - Maggiano's	Restaurants	15,970	21,931	26,524	27,561	28,944	1,383	5.0%
American Apparel (APP)	Specialty Apparel	170,268	225,052	256,527	268,362	280,068	11,706	4.4%
Brinker (EAT) - Chili's	Restaurants	196,449	264,241	393,211	413,745	431,255	17,510	4.2%
Build-A-Bear (BBW)	Other	47,519	97,516	110,789	115,302	120,076	4,774	4.1%
J.C. Penney (JCP)	Department/Discount	694,208	804,930	855,288	914,864	952,172	37,308	4.1%
VF Corp (VFC) - Lucy Activewear	Specialty Apparel	n/a	11,166	12,919	13,421	13,961	540	4.0%
The Gap (GPS) - Gap	Specialty Apparel	502,339	548,488	577,268	593,113	615,024	21,911	3.7%
Pacific Sunwear (PSUN)	Specialty Apparel	159,667	247,840	291,738	298,446	308,634	10,188	3.4%
Ruby Tuesday (RT)	Restaurants	n/a	81,265	89,744	92,153	94,775	2,622	2.8%
P.F. Chang's (PFCB)	Restaurants	47,450	68,505	99,209	101,816	104,555	2,739	2.7%
Home Depot (HD)	Specialty Hardlines	19,937	32,153	138,980	142,058	145,762	3,704	2.6%
Cost Plus World Market (CPWM)	Specialty Hardlines	21,461	104,449	108,756	110,770	113,407	2,637	2.4%
Cheesecake Fact (CAKE)	Restaurants	288,873	349,086	381,711	504,746	516,536	11,790	2.3%
Casual Male (CMRG)	Specialty Apparel	923	1,658	2,103	5,685	5,802	117	2.1%
Blockbuster (BBI)	Other	n/a	40,951	44,490	45,108	45,920	812	1.8%
Lowe's (LOW)	Specialty Hardlines	n/a	95,984	116,555	120,230	122,271	2,041	1.7%
Macy's (M)	Department/Discount	228,747	401,997	486,572	494,647	501,800	7,153	1.4%
Urban Outfitters (URBN) EUROPE	Specialty Apparel	151,493	189,184	218,620	223,544	226,486	2,942	1.3%
Best Buy (BBY)	Specialty Hardlines	n/a	1,113,486	1,134,749	1,175,702	1,190,362	14,660	1.2%
Yum Brands (YUM) - Pizza Hut	Restaurants	1,077,868	1,228,900	1,358,260	1,415,151	1,423,544	8,393	0.6%
Dress Barn (DBRN) - Limited Too	Specialty Apparel	4,179	5,596	6,246	6,347	6,371	24	0.4%
Deckers (DECK) - UGG	Other	288,843	330,866	335,672	336,736	337,771	1,035	0.3%
Sears (SHLD)	Department/Discount	160,120	157,900	160,380	160,570	161,052	482	0.3%