

## TRG Facebook Fan Counts - 06.30.2011

Brand	Company	# Fans 30-Jun-10	# Fans 31-May-11	# Fans 30-Jun-11	Month # Change	Month % Change	vs. Last Year # Change	vs. Last Year % Change
<b>Department Stores:</b>								
Sears	Sears Holdings Corporation [SHLD]	160,380	552,475	624,451	71,976	13.0%		
Dillard's	Dillard's, Inc. [DDS]		103,814	114,120	10,306	9.9%		
Saks Fifth Avenue	Saks Incorporated [SKS]		177,742	190,758	13,016	7.3%		
Kohl's	Kohl's Corporation [KSS]	1,047,068	4,658,326	4,896,967	238,641	5.1%		
Marks and Spencer	Marks and Spencer Group plc [MAKSY.PK]		308,750	320,180	11,430	3.7%		
J. C. Penney	J. C. Penney Company, Inc. [JCP]	855,288	1,777,411	1,833,204	55,793	3.1%		
Macy's	Macy's, Inc. [M]	486,572	1,905,355	1,945,396	40,041	2.1%		
<b>Discount Stores:</b>								
Ross Stores	Ross Stores, Inc. [ROST]	8,767	45,310	60,631	15,321	33.8%		
KMart	Sears Holdings Corporation [SHLD]		426,074	487,786	61,712	14.5%		
Family Dollar	Family Dollar Stores, Inc. [FDO]		274,860	313,154	38,294	13.9%		
Wal-Mart	Wal-Mart Stores, Inc. [WMT]	1,248,339	6,226,512	7,080,819	854,307	13.7%		
Dollar Tree	Dollar Tree, Inc. [DLTR]		73,725	82,753	9,028	12.2%		
Costco	Costco Wholesale Corporation [COST]		269,177	289,108	19,931	7.4%		
Dollar General	Dollar General Corporation [DG]		698,499	743,677	45,178	6.5%		
BJ's Wholesale Club	BJ's Wholesale Club, Inc. [BJ]		39,339	41,815	2,476	6.3%		
Target	Target Corporation [TGT]	1,187,528	4,601,608	4,877,228	275,620	6.0%		
TJ Maxx	The TJX Companies, Inc. [TJX]		466,643	476,287	9,644	2.1%		
<b>Electronics:</b>								
hhgregg	hhgregg, Inc. [HGG]		51,642	72,390	20,748	40.2%		
GameStop	GameStop Corp. [GME]		2,323,508	2,507,598	184,090	7.9%		
Best Buy	Best Buy Co., Inc. [BBY]	1,134,749	3,065,413	3,275,755	210,342	6.9%		
RadioShack	RadioShack Corporation [RSH]		191,873	195,894	4,021	2.1%		

**The number of 'fans' at Kohl's (KSS) dwarfs their peers.**

**Clearly, DDS management could care less about social media (only 114K 'fans').**

**Amazingly, WMT has more 'fans' than TGT. Given the demographic of the respective chains, we would not have suspected that.**

**HGG really stepped it up in June 2011.**

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<b>Specialty Apparel:</b>								
Ann Taylor	AnnTaylor Stores Corporation [ANN]	37,561	151,075	176,488	25,413	16.8%		
Ann Taylor LOFT	AnnTaylor Stores Corporation [ANN]		360,941	407,323	46,382	12.9%		
Men's Wearhouse	The Men's Wearhouse, Inc. [MW]		6,830	7,614	784	11.5%		
Benetton	Benetton Group S.p.A. [BNGPY.PK]		446,531	496,991	50,460	11.3%		
Old Navy	The Gap, Inc. [GPS]	606,413	2,061,307	2,246,655	185,348	9.0%		
Gymboree	The Gymboree Corporation [GYMB]	107,709	238,412	259,282	20,870	8.8%		
Gilly Hicks	Abercrombie & Fitch Co. [ANF]	35,816	114,476	124,182	9,706	8.5%		
Crazy 8	The Gymboree Corporation [GYMB]		54,794	59,329	4,535	8.3%		
Justice	The Dress Barn, Inc. [DBRN]	6,246	91,108	98,432	7,324	8.0%		
Anthropologie	Urban Outfitters, Inc. [URBN]		366,799	393,924	27,125	7.4%		
Banana Republic	The Gap, Inc. [GPS]	112,143	307,722	326,641	18,919	6.1%		
Jos. A. Bank Clothiers	Jos. A. Bank Clothiers, Inc. [JOSB]		6,447	6,825	378	5.9%		
Cato	The Cato Corporation [CATO]	12,750	55,999	59,158	3,159	5.6%		
Burberry	Burberry Group plc [BBRYF.PK]		6,470,924	6,820,101	349,177	5.4%		
Nordstrom	Nordstrom, Inc. [JWN]	82,686	660,244	693,488	33,244	5.0%		
Victoria's Secret	Limited Brands, Inc. [LTD]		13,651,950	14,335,521	683,571	5.0%		
Hollister	Abercrombie & Fitch Co. [ANF]	801,030	5,277,082	5,540,806	263,724	5.0%		
Cache	Cache, Inc. [CACH]		12,115	12,717	602	5.0%		
Victoria's Secret Pink	Limited Brands, Inc. [LTD]		9,414,674	9,872,036	457,362	4.9%		
Chico's	Chico's FAS, Inc. [CHS]	11,361	44,804	46,949	2,145	4.8%		
Maurice's	The Dress Barn, Inc. [DBRN]		173,334	180,865	7,531	4.3%		
Children's Place	The Children's Place Retail Stores, Inc. [PLCE]	458,053	939,322	977,860	38,538	4.1%		
H&M	H&M		7,364,907	7,666,900	301,993	4.1%		
ZARA	The Inditex Group		9,243,797	9,556,542	312,745	3.4%		
J. Crew	J. Crew Group, Inc. [JCG]		328,977	339,715	10,738	3.3%		
Lululemon Athletica	lululemon athletica inc. [LULU]	134,188	333,373	344,072	10,699	3.2%		
Coldwater Creek	Coldwater Creek, Inc. [CWTR]		149,752	153,901	4,149	2.8%		
Casual Male XL	Casual Male Retail Group, Inc. [CMRG]		12,147	12,471	324	2.7%		
Gap	The Gap, Inc. [GPS]	577,268	1,516,138	1,555,928	39,790	2.6%		
Dress Barn	The Dress Barn, Inc. [DBRN]		115,165	117,865	2,700	2.3%		
Janie and Jack	The Gymboree Corporation [GYMB]		55,411	56,647	1,236	2.2%		
Talbots	The Talbots, Inc. [TLB]	40,087	117,647	119,438	1,791	1.5%		

It's hard to believe that MW and JOSB onnly have ~7K 'fans.'

The 'fan' base at CHS and TLB is anemic.

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<b>Teen Specialty Apparel:</b>								
PacSun	Pacific Sunwear of California, Inc. [PSUN]	291,738	929,630	1,052,467	122,837	13.2%		
Zumiez	Zumiez Inc. [ZUMZ]	56,419	332,177	363,702	31,525	9.5%		
Express	Express, Inc. [EXPR]		929,630	1,004,480	74,850	8.1%		
GUESS	Guess?, Inc. [GES]		1,097,357	1,168,491	71,134	6.5%		
bebe	bebe stores, inc. [BEBE]	135,689	1,328,142	1,403,784	75,642	5.7%		
Abercrombie & Fitch	Abercrombie & Fitch Co. [ANF]	1,231,542	4,753,169	5,017,514	264,345	5.6%		
Aeropostale	Aeropostale, Inc. [ARO]	738,809	4,617,676	4,821,340	203,664	4.4%		
Aerie by American Eagle	American Eagle Outfitters, Inc. [AEO]		590,135	615,466	25,331	4.3%		
Wet Seal	The Wet Seal, Inc. [WTSLA]	426,635	1,490,993	1,554,933	63,940	4.3%		
American Eagle	American Eagle Outfitters, Inc. [AEO]	1,251,263	4,605,949	4,795,724	189,775	4.1%		
Buckle	The Buckle, Inc. [BKE]	75,108	189,782	197,536	7,754	4.1%		
Urban Outfitters USA	Urban Outfitters, Inc. [URBN]	252,804	715,021	743,589	28,568	4.0%		
Hot Topic	Hot Topic, Inc. [HOTT]	421,032	3,137,777	3,258,951	121,174	3.9%		
Forever 21	Forever 21	988,875	4,642,854	4,818,116	175,262	3.8%		
Urban Outfitters EUROPE	Urban Outfitters, Inc. [URBN]	218,620	317,112	324,612	7,500	2.4%		
New York & Co.	New York & Company, Inc. [NWY]	28,649	344,962	348,983	4,021	1.2%		
<b>Apparel Wholesale:</b>								
Playtex	Hanesbrands Inc. [HBI]		97,533	142,738	45,205	46.3%		
Lee Jeans	V.F. Corporation [VFC]	23,131	57,000	73,793	16,793	29.5%		
Hanes	Hanesbrands Inc. [HBI]		1,507,108	1,736,795	229,687	15.2%		
Nautica	V.F. Corporation [VFC]		239,218	260,677	21,459	9.0%		
True Religion Brand Jeans	True Religion Apparel, Inc. [TRLG]		428,345	456,596	28,251	6.6%		
Wrangler	V.F. Corporation [VFC]	8,249	57,564	60,900	3,336	5.8%		
The North Face	V.F. Corporation [VFC]		1,186,509	1,249,382	62,873	5.3%		
Lucy Activewear	V.F. Corporation [VFC]	12,919	22,089	23,162	1,073	4.9%		
Juicy Couture	Liz Claiborne, Inc. [LIZ]		1,079,904	1,130,598	50,694	4.7%		
Rugby Ralph Lauren	Polo Ralph Lauren Corporation [RL]		106,505	110,100	3,595	3.4%		
Ralph Lauren	Polo Ralph Lauren Corporation [RL]		3,302,820	3,413,627	110,807	3.4%		
American Apparel	American Apparel, Inc. [APP]		515,075	529,616	14,541	2.8%		
Columbia Sportswear	Columbia Sportswear Company [COLM]		113,697	116,741	3,044	2.7%		
Champion	Hanesbrands Inc. [HBI]		456,827	461,668	4,841	1.1%		

NWY had done such a wonderful job of late. But, the company appears to have given up in their efforts to add to their 'fan' base.

How Pacific Sunwear has more 'fans' than Urban Outfitters boggles your mind.

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<b>Home Furnishings:</b>								
Pottery Barn Teen	Williams-Sonoma, Inc. [WSM]		64,462	123,087	58,625	90.9%		
Williams-Sonoma	Williams-Sonoma, Inc. [WSM]		168,639	192,231	23,592	14.0%		
Pier 1 Imports	Pier 1 Imports, Inc. [PIR]	28,253	132,075	145,706	13,631	10.3%		
Bed Bath & Beyond	Bed Bath & Beyond Inc. [BBBY]		146,356	159,739	13,383	9.1%		
Restoration Hardware	Restoration Hardware [ex-RSTO]		24,732	26,455	1,723	7.0%		
West Elm	Williams-Sonoma, Inc. [WSM]		31,282	33,123	1,841	5.9%		
Pottery Barn Kids	Williams-Sonoma, Inc. [WSM]	49,392	232,645	245,904	13,259	5.7%		
Pottery Barn	Williams-Sonoma, Inc. [WSM]	111,861	553,376	567,571	14,195	2.6%		
Cost Plus	Cost Plus, Inc. [CPWM]	108,756	299,796	305,470	5,674	1.9%		
Kirkland's	Kirkland's, Inc. [KIRK]	37,105	272,574	274,348	1,774	0.7%		
<b>Home Improvement:</b>								
Home Depot	The Home Depot, Inc. [HD]	138,980	369,744	405,085	35,341	9.6%		
Lowe's	Lowe's Companies, Inc. [LOW]	116,555	580,847	592,552	11,705	2.0%		
<b>Sporting Goods:</b>								
Big 5 Sporting Goods	Big 5 Sporting Goods Corporation [BGFV]		8,506	10,445	1,939	22.8%		
Hibbett Sports	Hibbett Sports, Inc. [HIBB]		27,540	29,720	2,180	7.9%		
Sport Chalet	Sport Chalet, Inc. [SPCHA]		4,348	4,573	225	5.2%		
Dick's Sporting Goods	Dick's Sporting Goods, Inc. [DKS]		274,086	287,225	13,139	4.8%		

**KIRK really stepped it up in April 2011. But, the company was a one hit wonder.**

**Imagine if BBBY actually tried to engage Facebook nation (extremely successful, yet only 160K 'fans.'**

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<b>Footwear/Accessories:</b>								
Steven Madden	Steven Madden, Ltd. [SHOO]		202,582	221,129	18,547	9.2%		
Coach	Coach, Inc. [COH]	785,404	2,003,012	2,103,591	100,579	5.0%		
Timberland	The Timberland Company [TBL]		401,486	418,891	17,405	4.3%		
Crocs	Crocs, Inc. [CROX]		344,799	358,130	13,331	3.9%		
Ecko	Iconix Brand Group, Inc. [ICON]		248,118	257,572	9,454	3.8%		
Volcom	Volcom, Inc. [VLCM]	465,157	1,353,788	1,397,999	44,211	3.3%		
Nike	NIKE, Inc. [NKE]		4,498,152	4,642,994	144,842	3.2%		
UGG Australia	Deckers Outdoor Corporation [DECK]	335,672	787,685	812,940	25,255	3.2%		
Skechers	Skechers U.S.A., Inc. [SKX]		344,147	353,415	9,268	2.7%		
Ed Hardy	Iconix Brand Group, Inc. [ICON]		1,236,957	1,268,215	31,258	2.5%		
<b>Specialty Footwear:</b>								
The Finish Line	The Finish Line, Inc. [FINL]		420,927	474,189	53,262	12.7%		
DSW Shoes	DSW Inc. [DSW]		150,539	160,318	9,779	6.5%		
Foot Locker	Foot Locker, Inc. [FL]		1,231,680	1,297,825	66,145	5.4%		
Payless	Collective Brands, Inc. [PSS]	46,582	287,836	301,095	13,259	4.6%		
<b>Specialty Retail/Other:</b>								
Zales	Zale Corporation [ZLC]		146,490	187,820	41,330	28.2%		
Tiffany's	Tiffany & Co. [TIF]		989,449	1,079,296	89,847	9.1%		
Bath & Body Works	Limited Brands, Inc. [LTD]		1,872,498	2,028,235	155,737	8.3%		
Build-A-Bear	Build-A-Bear Workshop, Inc. [BBW]	110,789	1,106,698	1,189,654	82,956	7.5%		
Barnes & Noble	Barnes & Noble, Inc. [BKS]		695,785	747,206	51,421	7.4%		
Oakley	Luxtottica Group S.p.A. [LUX]		457,098	487,389	30,291	6.6%		
Staples	Staples, Inc. [SPLS]		143,422	149,619	6,197	4.3%		
BORDERS	Borders Group, Inc. [BGP]		826,326	857,742	31,416	3.8%		
Office Depot	Office Depot, Inc. [ODP]		88,972	91,890	2,918	3.3%		
Ray-Ban	Luxtottica Group S.p.A. [LUX]		1,943,714	2,003,288	59,574	3.1%		
OfficeMax	OfficeMax Incorporated [OMX]		270,916	271,478	562	0.2%		
PetSmart	PetSmart, Inc. [PETM]		274,561	255,207	-19,354	-7.0%		
<b>Catalog/Internet:</b>								
Amazon	Amazon.com, Inc. [AMZN]		1,112,136	1,449,325	337,189	30.3%		
Netflix	Netflix, Inc. [NFLX]		1,211,133	1,413,884	202,751	16.7%		
eBay	eBay Inc. [EBAY]		569,884	613,232	43,348	7.6%		
Overstock	Overstock.com, Inc. [OSTK]	29,396	81,252	86,547	5,295	6.5%		
1-800-FLOWERS	1-800-FLOWERS.COM, Inc. [FLWS]		215,932	227,296	11,364	5.3%		

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<b>Personal Products:</b>								
Gillette	The Procter & Gamble Company [PG]		497,515	620,115	122,600	24.6%		
Cover Girl	The Procter & Gamble Company [PG]		973,249	1,121,615	148,366	15.2%		
Revlon	Revlon, Inc. [REV]		292,573	325,528	32,955	11.3%		
Huggies	Kimberly-Clark Corporation [KMB]		204,243	221,525	17,282	8.5%		
Avon	Avon Products Inc. [AVP]		379,076	405,313	26,237	6.9%		
<b>Drug Stores:</b>								
Rite Aid	Rite Aid Corporation [RAD]		45,519	84,106	38,587	84.8%		
CVS Pharmacy	CVS Caremark Corporation [CVS]		444,611	499,047	54,436	12.2%		
Walgreen's	Walgreen Co. [WAG]		1,071,110	1,111,994	40,884	3.8%		
<b>Grocery:</b>								
Safeway	Safeway Inc. [SWY]		188,056	225,910	37,854	20.1%		
Kroger	The Kroger Co. [KR]		85,976	93,919	7,943	9.2%		
Whole Foods	Whole Foods Market, Inc. [WFMI]		608,363	645,499	37,136	6.1%		
<b>Beverages - Soft Drinks:</b>								
Sunkist Soda	Dr Pepper Snapple Group, Inc. [DPS]		112,832	189,856	77,024	68.3%		
Fanta	The Coca-Cola Company [KO]		382,793	530,050	147,257	38.5%		
Coca-Cola	The Coca-Cola Company [KO]		29,053,634	31,601,500	2,547,866	8.8%		
Diet Coke	The Coca-Cola Company [KO]		1,064,461	1,144,911	80,450	7.6%		
Schweppes	Dr Pepper Snapple Group, Inc. [DPS]		96,311	102,937	6,626	6.9%		
Pepsi	PepsiCo, Inc. [PEP]		4,273,750	4,556,833	283,083	6.6%		
Sprite	The Coca-Cola Company [KO]		3,618,320	3,833,846	215,526	6.0%		
Mountain Dew	PepsiCo, Inc. [PEP]		5,363,255	5,651,658	288,403	5.4%		
Dr Pepper	Dr Pepper Snapple Group, Inc. [DPS]		9,419,766	9,890,549	470,783	5.0%		
Monster Energy	Hansen Natural Corporation [HANS]		10,933,401	11,452,672	519,271	4.7%		
Snapple	Dr Pepper Snapple Group, Inc. [DPS]		442,276	457,724	15,448	3.5%		
7UP	Dr Pepper Snapple Group, Inc. [DPS]		455,015	465,969	10,954	2.4%		



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<b>Restaurants:</b>								
BJ's Restaurant & Brewery	BJ's Restaurants, Inc. [BJRI]		118,666	192,154	73,488	61.9%		
Maggiano's Little Italy	Brinker International, Inc. [EAT]		44,748	68,502	23,754	53.1%		
Bahama Breeze	Darden Restaurants, Inc. [DRI]		26,623	32,735	6,112	23.0%		
LongHorn Steakhouse	Darden Restaurants, Inc. [DRI]		158,156	174,929	16,773	10.6%		
Olive Garden	Darden Restaurants, Inc. [DRI]	408,360	1,424,914	1,570,762	145,848	10.2%		
California Pizza Kitchen	California Pizza Kitchen, Inc. [CPKI]		116,661	128,252	11,591	9.9%		
Panera Bread	Panera Bread Company [PNRA]	286,294	527,131	579,078	51,947	9.9%		
Burger King	Burger King Holdings Inc. [ex-BKC]		1,206,229	1,308,654	102,425	8.5%		
Peet's Coffee & Tea	Peet's Coffee & Tea, Inc. [PEET]		62,873	67,819	4,946	7.9%		
Red Lobster	Darden Restaurants, Inc. [DRI]	99,830	297,632	319,129	21,497	7.2%		
Wendy's	Wendy's/Arby's Group, Inc. [WEN]		1,054,546	1,125,102	70,556	6.7%		
Domino's Pizza	Domino's Pizza, Inc. [DPZ]		2,919,090	3,108,102	189,012	6.5%		
The Cheesecake Factory	The Cheesecake Factory, Inc. [CAKE]	381,711	930,881	985,540	54,659	5.9%		
T.G.I. Friday's	T.G.I. Friday's		574,451	607,288	32,837	5.7%		
Chili's	Brinker International, Inc. [EAT]	393,211	870,175	917,229	47,054	5.4%		
Seasons 52	Darden Restaurants, Inc. [DRI]		26,915	28,310	1,395	5.2%		
Sonic Drive-In	Sonic Corp. [SONC]		644,822	677,996	33,174	5.1%		
McDonald's	McDonald's Corporation [MCD]	2,389,528	8,716,829	9,155,431	438,602	5.0%		
Taco Bell	YUM! Brands, Inc. [YUM]	1,163,726	6,811,090	7,126,062	314,972	4.6%		
Jamba Juice	Jamba, Inc. [JMBA]		993,703	1,038,838	45,135	4.5%		
Krispy Kreme Doughnuts	Krispy Kreme Doughnuts, Inc. [KKD]		3,375,361	3,510,781	135,420	4.0%		
Pizza Hut	YUM! Brands, Inc. [YUM]	1,358,260	3,629,618	3,774,134	144,516	4.0%		
P.F. Chang's China Bistro	P.F. Chang's China Bistro, Inc. [PFCB]	99,209	143,577	149,285	5,708	4.0%		
Jack in the Box	Jack in the Box Inc. [JACK]		403,609	419,090	15,481	3.8%		
Starbucks	Starbucks Corporation [SBUX]	8,540,614	22,629,281	23,491,943	862,662	3.8%		
Papa John's Pizza	Papa John's International, Inc. [PZZA]		1,732,957	1,798,316	65,359	3.8%		
Carl's Jr.	ex-CKE Restaurants [ex-CKR]	225,318	726,382	753,228	26,846	3.7%		
Morton's Steakhouse	Morton's Restaurant Group, Inc. [MRT]		18,538	19,208	670	3.6%		
The Capital Grille	Darden Restaurants, Inc. [DRI]		43,265	44,759	1,494	3.5%		
Chipotle	Chipotle Mexican Grill, Inc. [CMG]	751,863	1,368,038	1,412,547	44,509	3.3%		
Arby's	Wendy's/Arby's Group, Inc. [WEN]		519,553	536,188	16,635	3.2%		
Buffalo Wild Wings	Buffalo Wild Wings, Inc. [BWLD]		4,781,687	4,925,994	144,307	3.0%		
Ruby Tuesday	Ruby Tuesday, Inc. [RT]		385,920	396,825	10,905	2.8%		
Pei Wei Asian Diner	P.F. Chang's China Bistro, Inc. [PFCB]		103,744	106,026	2,282	2.2%		
KFC	YUM! Brands, Inc. [YUM]	1,521,841	3,194,570	3,184,836	-9,734	-0.3%		