

TRG Facebook Fan Counts - 11.30.2011

Brand	Company	# Fans 30-Nov-10	# Fans 31-Dec-10	# Fans 31-Oct-11	# Fans 30-Nov-11	Month # Change	Month % Change	vs. Last Year # Change	vs. Last Year % Change
Department Stores:									
Macy's	Macy's, Inc. [M]	874,582	993,631	2,603,388	3,310,583	707,195	27.2%	2,436,001	278.5%
Sears	Sears Holdings Corporation [SHLD]	285,611	339,481	953,731	1,062,149	108,418	11.4%	776,538	271.9%
Marks and Spencer	Marks and Spencer Group plc [MAKSY.PK]	194,562	241,634	384,789	421,118	36,329	9.4%	226,556	116.4%
J. C. Penney	J. C. Penney Company, Inc. [JCP]	1,345,337	1,409,526	2,024,157	2,169,181	145,024	7.2%	823,844	61.2%
Kohl's	Kohl's Corporation [KSS]	3,237,167	3,326,320	5,833,334	6,170,425	337,091	5.8%	2,933,258	90.6%
Saks Fifth Avenue	Saks Incorporated [SKS]	125,586	130,361	267,607	275,302	7,695	2.9%	149,716	119.2%
Dillard's	Dillard's, Inc. [DDS]	66,391	69,972	143,022	146,115	3,093	2.2%	79,724	120.1%
Discount Stores:									
BJ's Wholesale Club	BJ's Wholesale Club, Inc. [BJ]	23,941	26,001	49,722	66,816	17,094	34.4%	42,875	179.1%
Target	Target Corporation [TGT]	3,003,827	3,564,559	5,699,553	7,154,446	1,454,893	25.5%	4,150,619	138.2%
KMart	Sears Holdings Corporation [SHLD]	166,537	313,101	632,727	698,334	65,607	10.4%	531,797	319.3%
Wal-Mart	Wal-Mart Stores, Inc. [WMT]	2,582,484	2,882,669	9,754,490	10,661,588	907,098	9.3%	8,079,104	312.8%
Ross Stores	Ross Stores, Inc. [ROST]	16,958	20,664	105,515	114,497	8,982	8.5%	97,539	575.2%
Dollar Tree	Dollar Tree, Inc. [DLTR]	46,198	50,797	129,432	140,034	10,602	8.2%	93,836	203.1%
TJ Maxx	The TJX Companies, Inc. [TJX]	334,340	361,854	680,737	716,471	35,734	5.2%	382,131	114.3%
Costco	Costco Wholesale Corporation [COST]	181,104	196,434	354,024	370,737	16,713	4.7%	189,633	104.7%
Dollar General	Dollar General Corporation [DG]	489,244	508,120	1,000,457	1,043,066	42,609	4.3%	553,822	113.2%
Family Dollar	Family Dollar Stores, Inc. [FDO]	143,939	158,204	494,211	502,939	8,728	1.8%	359,000	249.4%
Electronics:									
RadioShack	RadioShack Corporation [RSH]	150,772	154,194	302,406	375,950	73,544	24.3%	225,178	149.4%
hhgregg	hhgregg, Inc. [HGG]	17,514	21,738	97,369	119,059	21,690	22.3%	101,545	579.8%
Best Buy	Best Buy Co., Inc. [BBY]	1,445,749	2,089,941	4,748,991	5,428,919	679,928	14.3%	3,983,170	275.5%
GameStop	GameStop Corp. [GME]	1,300,937	1,542,310	2,937,934	3,045,823	107,889	3.7%	1,744,886	134.1%

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

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

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Specialty Apparel:									
Men's Wearhouse	The Men's Wearhouse, Inc. [MW]	4,503	4,878	15,376	22,817	7,441	48.4%	18,314	406.7%
Ann Taylor	AnnTaylor Stores Corporation [ANN]	70,569	72,372	356,985	472,318	115,333	32.3%	401,749	569.3%
Benetton	Benetton Group S.p.A. [BNGPY.PK]	246,183	279,333	774,753	947,960	173,207	22.4%	701,777	285.1%
Nordstrom	Nordstrom, Inc. [JWN]	294,786	326,273	987,970	1,159,240	171,270	17.3%	864,454	293.2%
Ann Taylor LOFT	AnnTaylor Stores Corporation [ANN]	71,919	72,373	651,575	758,249	106,674	16.4%	686,330	954.3%
Jos. A. Bank Clothiers	Jos. A. Bank Clothiers, Inc. [JOSB]	3,561	4,095	10,758	12,475	1,717	16.0%	8,914	250.3%
Coldwater Creek	Coldwater Creek, Inc. [CWTR]	122,707	123,183	190,448	209,055	18,607	9.8%	86,348	70.4%
Justice	The Dress Barn, Inc. [DBRN]	28,169	38,202	144,320	158,394	14,074	9.8%	130,225	462.3%
Talbots	The Talbots, Inc. [TLB]	66,545	74,868	148,127	161,103	12,976	8.8%	94,558	142.1%
Burberry	Burberry Group plc [BBRYF.PK]	3,287,123	3,677,934	9,113,857	9,813,756	699,899	7.7%	6,526,633	198.6%
Banana Republic	The Gap, Inc. [GPS]	198,065	219,455	490,289	521,041	30,752	6.3%	322,976	163.1%
Gilly Hicks	Abercrombie & Fitch Co. [ANF]	74,571	81,612	174,883	185,670	10,787	6.2%	111,099	149.0%
Cato	The Cato Corporation [CATO]	33,192	39,807	69,995	73,673	3,678	5.3%	40,481	122.0%
Gap	The Gap, Inc. [GPS]	1,128,368	1,237,962	1,696,067	1,784,834	88,767	5.2%	656,466	58.2%
Children's Place	The Children's Place Retail Stores, Inc. [PLCE]	739,037	777,047	1,063,113	1,112,636	49,523	4.7%	373,599	50.6%
Crazy 8	The Gymboree Corporation [GYMB]	40,191	42,142	70,710	73,818	3,108	4.4%	33,627	83.7%
Maurice's	The Dress Barn, Inc. [DBRN]	123,996	131,011	210,580	218,576	7,996	3.8%	94,580	76.3%
Old Navy	The Gap, Inc. [GPS]	1,393,751	1,547,477	2,565,196	2,647,247	82,051	3.2%	1,253,496	89.9%
Casual Male XL	Casual Male Retail Group, Inc. [CMRG]	9,962	10,500	16,526	17,035	509	3.1%	7,073	71.0%
Anthropologie	Urban Outfitters, Inc. [URBN]	238,257	249,560	442,708	455,964	13,256	3.0%	217,707	91.4%
Chico's	Chico's FAS, Inc. [CHS]	17,813	18,920	66,466	68,331	1,865	2.8%	50,518	283.6%
Cache	Cache, Inc. [CACH]	8,521	8,955	48,166	49,343	1,177	2.4%	40,822	479.1%
H&M	H&M	5,623,651	5,929,331	8,575,355	8,765,040	189,685	2.2%	3,141,389	55.9%
Lululemon Athletica	lululemon athletica inc. [LULU]	266,256	276,834	408,810	417,699	8,889	2.2%	151,443	56.9%
ZARA	The Inditex Group	7,213,418	7,702,933	10,404,227	10,629,306	225,079	2.2%	3,415,888	47.4%
Dress Barn	The Dress Barn, Inc. [DBRN]	75,150	76,141	168,270	171,896	3,626	2.2%	96,746	128.7%
Janie and Jack	The Gymboree Corporation [GYMB]	47,340	48,306	64,656	66,007	1,351	2.1%	18,667	39.4%
Hollister	Abercrombie & Fitch Co. [ANF]	3,626,188	4,003,111	6,169,377	6,294,780	125,403	2.0%	2,668,592	73.6%
Victoria's Secret	Limited Brands, Inc. [LTD]	10,212,663	10,891,140	15,561,315	15,875,906	314,591	2.0%	5,663,243	55.5%
Gymboree	The Gymboree Corporation [GYMB]	168,697	173,255	287,974	292,874	4,900	1.7%	124,177	73.6%
J. Crew	J. Crew Group, Inc. [JCG]	282,736	285,256	382,909	388,789	5,880	1.5%	106,053	37.5%
Victoria's Secret Pink	Limited Brands, Inc. [LTD]	7,290,863	7,681,022	10,484,638	10,585,928	101,290	1.0%	3,295,065	45.2%



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Teen Specialty Apparel:									
New York & Co.	New York & Company, Inc. [NWY]	80,031	85,143	417,205	551,407	134,202	32.2%	471,376	589.0%
Zumiez	Zumiez Inc. [ZUMZ]	193,762	226,426	509,646	560,698	51,052	10.0%	366,936	189.4%
Express	Express, Inc. [EXPR]	566,644	649,424	1,520,838	1,595,814	74,976	4.9%	1,029,170	181.6%
bebe	bebe stores, inc. [BEBE]	682,096	768,503	1,726,021	1,809,076	83,055	4.8%	1,126,980	165.2%
GUESS	Guess?, Inc. [GES]	686,574	751,607	1,433,248	1,492,512	59,264	4.1%	805,938	117.4%
Aerie by American Eagle	American Eagle Outfitters, Inc. [AEO]	353,971	403,954	693,984	722,303	28,319	4.1%	368,332	104.1%
Buckle	The Buckle, Inc. [BKE]	140,131	150,417	224,086	229,271	5,185	2.3%	89,140	63.6%
Urban Outfitters USA	Urban Outfitters, Inc. [URBN]	540,270	576,517	840,214	857,909	17,695	2.1%	317,639	58.8%
Abercrombie & Fitch	Abercrombie & Fitch Co. [ANF]	3,261,476	3,478,012	5,588,558	5,700,343	111,785	2.0%	2,438,867	74.8%
American Eagle	American Eagle Outfitters, Inc. [AEO]	3,216,369	3,484,776	5,546,694	5,655,782	109,088	2.0%	2,439,413	75.8%
Hot Topic	Hot Topic, Inc. [HOTT]	2,338,979	2,530,812	3,659,879	3,724,146	64,267	1.8%	1,385,167	59.2%
Forever 21	Forever 21	3,631,598	3,877,304	5,219,261	5,306,132	86,871	1.7%	1,674,534	46.1%
Aeropostale	Aeropostale, Inc. [ARO]	3,132,936	3,484,628	5,331,303	5,412,792	81,489	1.5%	2,279,856	72.8%
PacSun	Pacific Sunwear of California, Inc. [PSUN]	559,317	618,411	1,329,564	1,345,155	15,591	1.2%	785,838	140.5%
Wet Seal	The Wet Seal, Inc. [WTSLA]	1,105,367	1,207,888	1,734,211	1,751,162	16,951	1.0%	645,795	58.4%
Urban Outfitters EUROPE	Urban Outfitters, Inc. [URBN]	268,057	278,358	339,093	341,874	2,781	0.8%	73,817	27.5%
Apparel Wholesale:									
Nautica	V.F. Corporation [VFC]	91,198	108,675	309,497	398,728	89,231	28.8%	307,530	337.2%
Playtex	Hanesbrands Inc. [HBI]	26,094	26,220	217,691	255,832	38,141	17.5%	229,738	880.4%
Lee Jeans	V.F. Corporation [VFC]	35,664	37,544	125,509	138,303	12,794	10.2%	102,639	287.8%
Columbia Sportswear	Columbia Sportswear Company [COLM]	93,515	99,699	134,927	144,292	9,365	6.9%	50,777	54.3%
Rugby Ralph Lauren	Polo Ralph Lauren Corporation [RL]	57,783	67,232	127,226	134,544	7,318	5.8%	76,761	132.8%
American Apparel	American Apparel, Inc. [APP]	381,074	402,365	590,322	618,431	28,109	4.8%	237,357	62.3%
Wrangler	V.F. Corporation [VFC]	43,331	45,393	81,562	84,443	2,881	3.5%	41,112	94.9%
Lucy Activewear	V.F. Corporation [VFC]	17,562	18,111	26,812	27,647	835	3.1%	10,085	57.4%
True Religion Brand Jeans	True Religion Apparel, Inc. [TRLG]	155,079	177,073	527,750	542,940	15,190	2.9%	387,861	250.1%
The North Face	V.F. Corporation [VFC]	584,586	697,483	1,430,673	1,464,479	33,806	2.4%	879,893	150.5%
Juicy Couture	Liz Claiborne, Inc. [LIZ]	725,500	790,432	1,338,480	1,367,865	29,385	2.2%	642,365	88.5%
Hanes	Hanesbrands Inc. [HBI]	309,998	775,370	2,224,493	2,272,485	47,992	2.2%	1,962,487	633.1%
Ralph Lauren	Polo Ralph Lauren Corporation [RL]	1,982,329	2,192,065	4,070,996	4,112,011	41,015	1.0%	2,129,682	107.4%
Champion	Hanesbrands Inc. [HBI]	264,163	279,511	607,375	609,519	2,144	0.4%	345,356	130.7%

How Pacific Sunwear has more 'fans' than Urban Outfitters (both US and Europe combined) boggles our mind.

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Home Furnishings:									
Bed Bath & Beyond	Bed Bath & Beyond Inc. [BBBY]	4,586	21,130	305,767	340,397	34,630	11.3%	335,811	7322.5%
Cost Plus	Cost Plus, Inc. [CPWM]	164,851	183,015	356,529	391,126	34,597	9.7%	226,275	137.3%
West Elm	Williams-Sonoma, Inc. [WSM]	20,640	22,884	51,507	54,336	2,829	5.5%	33,696	163.3%
Williams-Sonoma	Williams-Sonoma, Inc. [WSM]	67,478	74,288	263,027	275,720	12,693	4.8%	208,242	308.6%
Pottery Barn Teen	Williams-Sonoma, Inc. [WSM]	39,171	41,031	195,424	203,624	8,200	4.2%	164,453	419.8%
Pier 1 Imports	Pier 1 Imports, Inc. [PIR]	78,584	93,176	308,927	320,081	11,154	3.6%	241,497	307.3%
Pottery Barn Kids	Williams-Sonoma, Inc. [WSM]	89,936	92,861	288,685	295,383	6,698	2.3%	205,447	228.4%
Kirkland's	Kirkland's, Inc. [KIRK]	56,464	60,731	311,832	316,788	4,956	1.6%	260,324	461.0%
Pottery Barn	Williams-Sonoma, Inc. [WSM]	185,193	196,209	747,322	758,429	11,107	1.5%	573,236	309.5%
Restoration Hardware	Restoration Hardware [ex-RSTO]	14,439	15,793	0	0	0	0.0%	(14,439)	-100.0%
Home Improvement:									
Lowe's	Lowe's Companies, Inc. [LOW]	346,541	495,004	648,589	770,869	122,280	18.9%	424,328	122.4%
Home Depot	The Home Depot, Inc. [HD]	175,629	206,382	462,623	481,038	18,415	4.0%	305,409	173.9%
Sporting Goods:									
Hibbett Sports	Hibbett Sports, Inc. [HIBB]	14,850	16,719	62,505	66,320	3,815	6.1%	51,470	346.6%
Sport Chalet	Sport Chalet, Inc. [SPCHA]	2,800	2,911	5,382	5,695	313	5.8%	2,895	103.4%
Big 5 Sporting Goods	Big 5 Sporting Goods Corporation [BGFV]	2,719	3,464	17,749	18,630	881	5.0%	15,911	585.2%
Dick's Sporting Goods	Dick's Sporting Goods, Inc. [DKS]	200,039	224,152	347,453	356,557	9,104	2.6%	156,518	78.2%

Interestingly, ex-RSTO had gotten rid of its Facebook site.

BBBY has stepped it up over the past few months.

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Footwear/Accessories:									
Timberland	The Timberland Company [TBL]	268,440	309,513	493,080	538,967	45,887	9.3%	270,527	100.8%
Crocs	Crocs, Inc. [CROX]	185,445	216,968	392,152	409,013	16,861	4.3%	223,568	120.6%
UGG Australia	Deckers Outdoor Corporation [DECK]	546,708	625,211	911,328	949,300	37,972	4.2%	402,592	73.6%
Coach	Coach, Inc. [COH]	1,398,145	1,487,452	2,445,067	2,523,736	78,669	3.2%	1,125,591	80.5%
Steven Madden	Steven Madden, Ltd. [SHOO]	88,987	118,604	297,657	306,038	8,381	2.8%	217,051	243.9%
Ecko	Iconix Brand Group, Inc. [ICON]	144,275	170,060	287,454	293,241	5,787	2.0%	148,966	103.3%
Nike	NIKE, Inc. [NIKE]	3,199,034	3,580,136	5,378,526	5,484,703	106,177	2.0%	2,285,669	71.4%
Volcom	Volcom, Inc. [VLCM]	1,006,982	1,091,793	1,516,242	1,537,300	21,058	1.4%	530,318	52.7%
Skechers	Skechers U.S.A., Inc. [SKX]	122,129	215,405	371,039	375,957	4,918	1.3%	253,828	207.8%
Ed Hardy	Iconix Brand Group, Inc. [ICON]	994,165	1,043,001	1,376,831	1,393,436	16,605	1.2%	399,271	40.2%
Specialty Footwear:									
Payless	Collective Brands, Inc. [PSS]	168,202	180,276	374,913	399,212	24,299	6.5%	231,010	137.3%
The Finish Line	The Finish Line, Inc. [FINL]	167,071	209,143	708,951	752,819	43,868	6.2%	585,748	350.6%
DSW Shoes	DSW Inc. [DSW]	91,845	107,142	228,799	237,821	9,022	3.9%	145,976	158.9%
Foot Locker	Foot Locker, Inc. [FL]	694,900	857,769	1,684,555	1,737,768	53,213	3.2%	1,042,868	150.1%
Specialty Retail/Other:									
Zales	Zale Corporation [ZLC]	29,452	44,310	345,196	435,589	90,393	26.2%	406,137	1379.0%
Office Depot	Office Depot, Inc. [ODP]	41,448	43,412	177,199	200,828	23,629	13.3%	159,380	384.5%
Barnes & Noble	Barnes & Noble, Inc. [BKS]	308,413	356,556	954,687	1,060,511	105,824	11.1%	752,098	243.9%
PetSmart	PetSmart, Inc. [PETM]	162,638	173,250	569,322	631,901	62,579	11.0%	469,263	288.5%
Staples	Staples, Inc. [SPLS]	123,539	126,712	187,358	203,591	16,233	8.7%	80,052	64.8%
Bath & Body Works	Limited Brands, Inc. [LTD]	1,212,451	1,327,359	2,363,012	2,505,445	142,433	6.0%	1,292,994	106.6%
Build-A-Bear	Build-A-Bear Workshop, Inc. [BBW]	226,086	280,711	1,561,006	1,637,987	76,981	4.9%	1,411,901	624.5%
Oakley	Luxottica Group S.p.A. [LUX]	311,599	333,235	590,190	605,159	14,969	2.5%	293,560	94.2%
OfficeMax	OfficeMax Incorporated [OMX]	54,764	84,913	278,457	285,312	6,855	2.5%	230,548	421.0%
Tiffany's	Tiffany & Co. [TIF]	662,820	717,597	1,572,866	1,606,212	33,346	2.1%	943,392	142.3%
Ray-Ban	Luxottica Group S.p.A. [LUX]	1,662,522	1,726,503	2,363,947	2,395,903	31,956	1.4%	733,381	44.1%
BORDERS	Borders Group, Inc. [BGP]	541,334	571,513	894,938	898,317	3,379	0.4%	356,983	65.9%
Catalog/Internet:									
eBay	eBay Inc. [EBAY]	372,265	393,282	1,001,057	1,355,107	354,050	35.4%	982,842	264.0%
Amazon	Amazon.com, Inc. [AMZN]	447,591	484,846	1,640,542	1,906,513	265,971	16.2%	1,458,922	325.9%
1-800-FLOWERS	1-800-FLOWERS.COM, Inc. [FLWS]	49,707	53,779	266,243	282,579	16,336	6.1%	232,872	468.5%
Overstock	Overstock.com, Inc. [OSTK]	55,316	61,116	94,007	97,925	3,918	4.2%	42,609	77.0%
Netflix	Netflix, Inc. [NFLX]	467,103	545,727	2,025,599	2,099,606	74,007	3.7%	1,632,503	349.5%

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Personal Products:									
Gillette	The Procter & Gamble Company [PG]	321,653	326,694	702,862	939,479	236,617	33.7%	617,826	192.1%
Huggies	Kimberly-Clark Corporation [KMB]	144,984	152,205	269,979	310,672	40,693	15.1%	165,688	114.3%
Cover Girl	The Procter & Gamble Company [PG]	349,638	439,581	1,434,087	1,510,015	75,928	5.3%	1,160,377	331.9%
Avon	Avon Products Inc. [AVP]	246,698	262,705	486,001	499,781	13,780	2.8%	253,083	102.6%
Revlon	Revlon, Inc. [REV]	214,634	218,853	382,206	390,775	8,569	2.2%	176,141	82.1%
Drug Stores:									
CVS Pharmacy	CVS Caremark Corporation [CVS]	70,871	151,900	749,864	781,084	31,220	4.2%	710,213	1002.1%
Walgreen's	Walgreen Co. [WAG]	785,203	799,378	1,321,114	1,341,815	20,701	1.6%	556,612	70.9%
Rite Aid	Rite Aid Corporation [RAD]	7,969	9,760	192,906	202,581	9,675	5.0%	194,612	2442.1%
Grocery:									
Kroger	The Kroger Co. [KR]	39,367	43,813	124,870	172,027	47,157	37.8%	132,660	337.0%
Safeway	Safeway Inc. [SWY]	128,564	140,563	299,225	317,596	18,371	6.1%	189,032	147.0%
Whole Foods	Whole Foods Market, Inc. [WFMI]	409,426	428,709	741,012	756,638	15,626	2.1%	347,212	84.8%
Beverages - Soft Drinks:									
Fanta	The Coca-Cola Company [KO]	182,487	219,487	1,070,146	1,316,413	246,267	23.0%	1,133,926	621.4%
Pepsi	PepsiCo, Inc. [PEP]	2,614,187	2,960,683	6,084,863	6,693,088	608,225	10.0%	4,078,901	156.0%
Sprite	The Coca-Cola Company [KO]	1,368,036	2,228,869	4,697,499	4,961,621	264,122	5.6%	3,593,585	262.7%
Snapple	Dr Pepper Snapple Group, Inc. [DPS]	355,902	375,515	685,194	707,334	22,140	3.2%	351,432	98.7%
7UP	Dr Pepper Snapple Group, Inc. [DPS]	212,442	225,239	517,335	531,117	13,782	2.7%	318,675	150.0%
Sunkist Soda	Dr Pepper Snapple Group, Inc. [DPS]	77,600	88,275	396,517	405,031	8,514	2.1%	327,431	421.9%
Coca-Cola	The Coca-Cola Company [KO]	19,868,199	21,548,065	35,451,151	36,203,447	752,296	2.1%	16,335,248	82.2%
Schweppes	Dr Pepper Snapple Group, Inc. [DPS]	40,039	43,464	119,524	121,607	2,083	1.7%	81,568	203.7%
Mountain Dew	PepsiCo, Inc. [PEP]	3,630,648	4,009,188	6,174,278	6,264,221	89,943	1.5%	2,633,573	72.5%
Monster Energy	Hansen Natural Corporation [HANS]	7,323,177	7,970,302	12,551,809	12,729,515	177,706	1.4%	5,406,338	73.8%
Diet Coke	The Coca-Cola Company [KO]	463,340	708,200	1,344,200	1,360,913	16,713	1.2%	897,573	193.7%
Dr Pepper	Dr Pepper Snapple Group, Inc. [DPS]	7,003,417	7,560,996	10,717,327	10,835,327	118,000	1.1%	3,831,910	54.7%



TRG Facebook Fan Counts - 11.30.2011

Brand	Company	# Fans	# Fans	# Fans	# Fans	Month	Month	vs. Last Year	vs. Last Year
		30-Nov-10	31-Dec-10	31-Oct-11	30-Nov-11	# Change	% Change	# Change	% Change
Restaurants:									
Wendy's	Wendy's/Arby's Group, Inc. [WEN]	558,766	667,021	1,431,830	1,571,086	139,256	9.7%	1,012,320	181.2%
Burger King	Burger King Holdings Inc. [ex-BKC]	676,243	758,077	1,789,533	1,947,946	158,413	8.9%	1,271,703	188.1%
Seasons 52	Darden Restaurants, Inc. [DRI]	16,824	17,292	44,156	47,916	3,760	8.5%	31,092	184.8%
BJ's Restaurant & Brewery	BJ's Restaurants, Inc. [BJRI]	151,280	158,014	221,379	237,327	15,948	7.2%	86,047	56.9%
Chili's	Brinker International, Inc. [EAT]	632,295	658,630	1,162,978	1,245,732	82,754	7.1%	613,437	97.0%
Panera Bread	Panera Bread Company [PNRA]	409,429	424,778	734,846	779,975	45,129	6.1%	370,546	90.5%
Maggiano's Little Italy	Brinker International, Inc. [EAT]	34,861	36,203	93,955	98,705	4,750	5.1%	63,844	183.1%
Buffalo Wild Wings	Buffalo Wild Wings, Inc. [BWLD]	3,594,645	3,780,120	5,478,355	5,724,525	246,170	4.5%	2,129,880	59.3%
Pizza Hut	YUM! Brands, Inc. [YUM]	1,764,382	2,185,388	4,634,586	4,822,812	188,226	4.1%	3,058,430	173.3%
The Cheesecake Factory	The Cheesecake Factory, Inc. [CAKE]	651,447	694,544	1,151,345	1,196,964	45,619	4.0%	545,517	83.7%
McDonald's	McDonald's Corporation [MCD]	5,979,408	6,698,755	11,410,970	11,821,239	410,269	3.6%	5,841,831	97.7%
Morton's Steakhouse	Morton's Restaurant Group, Inc. [MRT]	14,015	14,821	22,405	23,200	795	3.5%	9,185	65.5%
Pei Wei Asian Diner	P.F. Chang's China Bistro, Inc. [PFCB]	79,925	80,872	115,306	118,910	3,604	3.1%	38,985	48.8%
Olive Garden	Darden Restaurants, Inc. [DRI]	859,689	942,267	1,840,859	1,892,752	51,893	2.8%	1,033,063	120.2%
LongHorn Steakhouse	Darden Restaurants, Inc. [DRI]	74,354	82,522	206,351	211,859	5,508	2.7%	137,505	184.9%
Ruby Tuesday	Ruby Tuesday, Inc. [RT]	311,192	319,927	725,372	744,259	18,887	2.6%	433,067	139.2%
Carl's Jr.	ex-CKE Restaurants [ex-CKR]	578,652	609,606	826,319	846,735	20,416	2.5%	268,083	46.3%
Arby's	Wendy's/Arby's Group, Inc. [WEN]	150,337	166,291	700,043	717,220	17,177	2.5%	566,883	377.1%
Red Lobster	Darden Restaurants, Inc. [DRI]	201,074	214,799	572,155	584,855	12,700	2.2%	383,781	190.9%
California Pizza Kitchen	California Pizza Kitchen, Inc. [CPKI]	41,948	43,660	187,646	191,711	4,065	2.2%	149,763	357.0%
Domino's Pizza	Domino's Pizza, Inc. [DPZ]	1,204,487	1,471,466	4,069,144	4,156,712	87,568	2.2%	2,952,225	245.1%
The Capital Grille	Darden Restaurants, Inc. [DRI]	38,092	38,762	48,479	49,510	1,031	2.1%	11,418	30.0%
Jack in the Box	Jack in the Box Inc. [JACK]	311,586	340,739	473,814	481,664	7,850	1.7%	170,078	54.6%
Sonic Drive-In	Sonic Corp. [SONC]	432,771	473,866	759,072	771,293	12,221	1.6%	338,522	78.2%
T.G.I. Friday's	T.G.I. Friday's	490,238	503,607	752,956	764,211	11,255	1.5%	273,973	55.9%
P.F. Chang's China Bistro	P.F. Chang's China Bistro, Inc. [PFCB]	120,476	123,838	420,256	426,427	6,171	1.5%	305,951	254.0%
Peet's Coffee & Tea	Peet's Coffee & Tea, Inc. [PEET]	53,464	54,709	73,498	74,574	1,076	1.5%	21,110	39.5%
Starbucks	Starbucks Corporation [SBUX]	18,554,970	19,021,302	25,867,683	26,244,567	376,884	1.5%	7,689,597	41.4%
Krispy Kreme Doughnuts	Krispy Kreme Doughnuts, Inc. [KKD]	2,693,071	2,804,485	3,742,569	3,789,205	46,636	1.2%	1,096,134	40.7%
Papa John's Pizza	Papa John's International, Inc. [PZZA]	1,400,845	1,447,963	1,953,342	1,975,099	21,757	1.1%	574,254	41.0%
Bahama Breeze	Darden Restaurants, Inc. [DRI]	17,052	17,893	46,778	47,290	512	1.1%	30,238	177.3%
Jamba Juice	Jamba, Inc. [JMBA]	785,910	816,848	1,134,155	1,145,888	11,733	1.0%	359,978	45.8%
Chipotle	Chipotle Mexican Grill, Inc. [CMG]	1,099,665	1,130,292	1,520,083	1,534,244	14,161	0.9%	434,579	39.5%
Taco Bell	YUM! Brands, Inc. [YUM]	4,859,599	5,244,836	7,580,565	7,636,238	55,673	0.7%	2,776,639	57.1%
KFC	YUM! Brands, Inc. [YUM]	2,575,804	2,722,815	3,441,732	3,464,564	22,832	0.7%	888,760	34.5%