

TRG Facebook Fan Counts - 12.30.2011 (Sort by Month % Change)

Brand	Company	# Fans 31-Dec-10	# Fans 31-Oct-11	# Fans 30-Nov-11	# Fans 30-Dec-11	Month # Change	Month % Change	vs. Last Year # Change	vs. Last Year % Change
Department Stores:									
Marks and Spencer	Marks and Spencer Group plc [MAKSY.PK]	241,634	384,789	421,118	525,458	104,340	24.8%	283,824	117.5%
Macy's	Macy's, Inc. [M]	993,631	2,603,388	3,310,583	3,834,778	524,195	15.8%	2,841,147	285.9%
Sears	Sears Holdings Corporation [SHLD]	339,481	953,731	1,062,149	1,186,292	124,143	11.7%	846,811	249.4%
Saks Fifth Avenue	Saks Incorporated [SKS]	130,361	267,607	275,302	282,297	6,995	2.5%	151,936	116.6%
J. C. Penney	J. C. Penney Company, Inc. [JCP]	1,409,526	2,024,157	2,169,181	2,208,570	39,389	1.8%	799,044	56.7%
Dillard's	Dillard's, Inc. [DDS]	69,972	143,022	146,115	148,634	2,519	1.7%	78,662	112.4%
Kohl's	Kohl's Corporation [KSS]	3,326,320	5,833,334	6,170,425	6,242,495	72,070	1.2%	2,916,175	87.7%
Discount Stores:									
BJ's Wholesale Club	BJ's Wholesale Club, Inc. [BJ]	26,001	49,722	66,816	80,037	13,221	19.8%	54,036	207.8%
Ross Stores	Ross Stores, Inc. [ROST]	20,664	105,515	114,497	129,816	15,319	13.4%	109,152	528.2%
Target	Target Corporation [TGT]	3,564,559	5,699,553	7,154,446	7,927,008	772,562	10.8%	4,362,449	122.4%
Dollar Tree	Dollar Tree, Inc. [DLTR]	50,797	129,432	140,034	148,587	8,553	6.1%	97,790	192.5%
Dollar General	Dollar General Corporation [DG]	508,120	1,000,457	1,043,066	1,097,561	54,495	5.2%	589,441	116.0%
Costco	Costco Wholesale Corporation [COST]	196,434	354,024	370,737	388,877	18,140	4.9%	192,443	98.0%
Wal-Mart	Wal-Mart Stores, Inc. [WMT]	2,882,669	9,754,490	10,661,588	11,144,938	483,350	4.5%	8,262,269	286.6%
KMart	Sears Holdings Corporation [SHLD]	313,101	632,727	698,334	724,244	25,910	3.7%	411,143	131.3%
Family Dollar	Family Dollar Stores, Inc. [FDO]	158,204	494,211	502,939	509,223	6,284	1.2%	351,019	221.9%
TJ Maxx	The TJX Companies, Inc. [TJX]	361,854	680,737	716,471	724,696	8,225	1.1%	362,842	100.3%
Electronics:									
RadioShack	RadioShack Corporation [RSH]	154,194	302,406	375,950	420,231	44,281	11.8%	266,037	172.5%
hhgregg	hhgregg, Inc. [HGG]	21,738	97,369	119,059	128,195	9,136	7.7%	106,457	489.7%
GameStop	GameStop Corp. [GME]	1,542,310	2,937,934	3,045,823	3,114,489	68,666	2.3%	1,572,179	101.9%
Best Buy	Best Buy Co., Inc. [BBY]	2,089,941	4,748,991	5,428,919	5,546,913	117,994	2.2%	3,456,972	165.4%

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:									
Lululemon Athletica	lululemon athletica inc. [LULU]	276,834	408,810	417,699	503,874	86,175	20.6%	227,040	82.0%
Cato	The Cato Corporation [CATO]	39,807	69,995	73,673	86,241	12,568	17.1%	46,434	116.6%
Ann Taylor LOFT	AnnTaylor Stores Corporation [ANN]	72,373	651,575	758,249	878,770	120,521	15.9%	806,397	1114.2%
Dress Barn	The Dress Barn, Inc. [DBRN]	76,141	168,270	171,896	187,389	15,493	9.0%	111,248	146.1%
Benetton	Benetton Group S.p.A. [BNGPY.PK]	279,333	774,753	947,960	1,031,927	83,967	8.9%	752,594	269.4%
Justice	The Dress Barn, Inc. [DBRN]	38,202	144,320	158,394	171,089	12,695	8.0%	132,887	347.9%
Men's Wearhouse	The Men's Wearhouse, Inc. [MW]	4,878	15,376	22,817	24,474	1,657	7.3%	19,596	401.7%
Nordstrom	Nordstrom, Inc. [JWN]	326,273	987,970	1,159,240	1,236,152	76,912	6.6%	909,879	278.9%
Gilly Hicks	Abercrombie & Fitch Co. [ANF]	81,612	174,883	185,670	196,613	10,943	5.9%	115,001	140.9%
Banana Republic	The Gap, Inc. [GPS]	219,455	490,289	521,041	548,486	27,445	5.3%	329,031	149.9%
Old Navy	The Gap, Inc. [GPS]	1,547,477	2,565,196	2,647,247	2,750,749	103,502	3.9%	1,203,272	77.8%
Jos. A. Bank Clothiers	Jos. A. Bank Clothiers, Inc. [JOB]	4,095	10,758	12,475	12,950	475	3.8%	8,855	216.2%
Talbots	The Talbots, Inc. [TLB]	74,868	148,127	161,103	167,113	6,010	3.7%	92,245	123.2%
Maurice's	The Dress Barn, Inc. [DBRN]	131,011	210,580	218,576	225,023	6,447	2.9%	94,012	71.8%
Victoria's Secret	Limited Brands, Inc. [LTD]	10,891,140	15,561,315	15,875,906	16,342,009	466,103	2.9%	5,450,869	50.0%
Burberry	Burberry Group plc [BBRYF.PK]	3,677,934	9,113,857	9,813,756	10,090,535	276,779	2.8%	6,412,601	174.4%
Ann Taylor	AnnTaylor Stores Corporation [ANN]	72,372	356,985	472,318	485,085	12,767	2.7%	412,713	570.3%
Crazy 8	The Gymboree Corporation [GYMB]	42,142	70,710	73,818	75,762	1,944	2.6%	33,620	79.8%
Anthropologie	Urban Outfitters, Inc. [URBN]	249,560	442,708	455,964	467,602	11,638	2.6%	218,042	87.4%
Gap	The Gap, Inc. [GPS]	1,237,962	1,696,067	1,784,834	1,828,274	43,440	2.4%	590,312	47.7%
J. Crew	J. Crew Group, Inc. [JCG]	285,256	382,909	388,789	396,818	8,029	2.1%	111,562	39.1%
Hollister	Abercrombie & Fitch Co. [ANF]	4,003,111	6,169,377	6,294,780	6,408,429	113,649	1.8%	2,405,318	60.1%
ZARA	The Inditex Group	7,702,933	10,404,227	10,629,306	10,798,533	169,227	1.6%	3,095,600	40.2%
Janie and Jack	The Gymboree Corporation [GYMB]	48,306	64,656	66,007	67,018	1,011	1.5%	18,712	38.7%
Chico's	Chico's FAS, Inc. [CHS]	18,920	66,466	68,331	69,351	1,020	1.5%	50,431	266.5%
H&M	H&M	5,929,331	8,575,355	8,765,040	8,889,557	124,517	1.4%	2,960,226	49.9%
Cache	Cache, Inc. [CACH]	8,955	48,166	49,343	49,881	538	1.1%	40,926	457.0%
Gymboree	The Gymboree Corporation [GYMB]	173,255	287,974	292,874	295,588	2,714	0.9%	122,333	70.6%
Victoria's Secret Pink	Limited Brands, Inc. [LTD]	7,681,022	10,484,638	10,585,928	10,681,246	95,318	0.9%	3,000,224	39.1%
Casual Male XL	Casual Male Retail Group, Inc. [CMRG]	10,500	16,526	17,035	17,158	123	0.7%	6,658	63.4%
Children's Place	The Children's Place Retail Stores, Inc. [PLCE]	777,047	1,063,113	1,112,636	1,116,811	4,175	0.4%	339,764	43.7%
Coldwater Creek	Coldwater Creek, Inc. [CWTR]	123,183	190,448	209,055	209,816	761	0.4%	86,633	70.3%



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Teen Specialty Apparel:									
Zumiez	Zumiez Inc. [ZUMZ]	226,426	509,646	560,698	602,232	41,534	7.4%	375,806	166.0%
Express	Express, Inc. [EXPR]	649,424	1,520,838	1,595,814	1,707,547	111,733	7.0%	1,058,123	162.9%
bebe	bebe stores, inc. [BEBE]	768,503	1,726,021	1,809,076	1,929,461	120,385	6.7%	1,160,958	151.1%
Aerie by American Eagle	American Eagle Outfitters, Inc. [AEO]	403,954	693,984	722,303	748,074	25,771	3.6%	344,120	85.2%
GUESS	Guess?, Inc. [GES]	751,607	1,433,248	1,492,512	1,540,273	47,761	3.2%	788,666	104.9%
New York & Co.	New York & Company, Inc. [NWY]	85,143	417,205	551,407	568,356	16,949	3.1%	483,213	567.5%
Urban Outfitters USA	Urban Outfitters, Inc. [URBN]	576,517	840,214	857,909	874,207	16,298	1.9%	297,690	51.6%
Buckle	The Buckle, Inc. [BKE]	150,417	224,086	229,271	233,408	4,137	1.8%	82,991	55.2%
American Eagle	American Eagle Outfitters, Inc. [AEO]	3,484,776	5,546,694	5,655,782	5,754,029	98,247	1.7%	2,269,253	65.1%
Abercrombie & Fitch	Abercrombie & Fitch Co. [ANF]	3,478,012	5,588,558	5,700,343	5,791,744	91,401	1.6%	2,313,732	66.5%
PacSun	Pacific Sunwear of California, Inc. [PSUN]	618,411	1,329,564	1,345,155	1,364,749	19,594	1.5%	746,338	120.7%
Aeropostale	Aeropostale, Inc. [ARO]	3,484,628	5,331,303	5,412,792	5,483,475	70,683	1.3%	1,998,847	57.4%
Forever 21	Forever 21	3,877,304	5,219,261	5,306,132	5,374,806	68,674	1.3%	1,497,502	38.6%
Hot Topic	Hot Topic, Inc. [HOTT]	2,530,812	3,659,879	3,724,146	3,760,397	36,251	1.0%	1,229,585	48.6%
Urban Outfitters EUROPE	Urban Outfitters, Inc. [URBN]	278,358	339,093	341,874	344,571	2,697	0.8%	66,213	23.8%
Wet Seal	The Wet Seal, Inc. [WTSLA]	1,207,888	1,734,211	1,751,162	1,764,547	13,385	0.8%	556,659	46.1%
Apparel Wholesale:									
Nautica	V.F. Corporation [VFC]	108,675	309,497	398,728	545,440	146,712	36.8%	436,765	401.9%
Lee Jeans	V.F. Corporation [VFC]	37,544	125,509	138,303	174,777	36,474	26.4%	137,233	365.5%
Rugby Ralph Lauren	Polo Ralph Lauren Corporation [RL]	67,232	127,226	134,544	144,511	9,967	7.4%	77,279	114.9%
Hanes	Hanesbrands Inc. [HBI]	775,370	2,224,493	2,272,485	2,432,055	159,570	7.0%	1,656,685	213.7%
American Apparel	American Apparel, Inc. [APP]	402,365	590,322	618,431	638,369	19,938	3.2%	236,004	58.7%
Columbia Sportswear	Columbia Sportswear Company [COLM]	99,699	134,927	144,292	148,755	4,463	3.1%	49,056	49.2%
Wrangler	V.F. Corporation [VFC]	45,393	81,562	84,443	86,901	2,458	2.9%	41,508	91.4%
Juicy Couture	Liz Claiborne, Inc. [LIZ]	790,432	1,338,480	1,367,865	1,398,927	31,062	2.3%	608,495	77.0%
Lucy Activewear	V.F. Corporation [VFC]	18,111	26,812	27,647	28,253	606	2.2%	10,142	56.0%
The North Face	V.F. Corporation [VFC]	697,483	1,430,673	1,464,479	1,496,519	32,040	2.2%	799,036	114.6%
True Religion Brand Jeans	True Religion Apparel, Inc. [TRLG]	177,073	527,750	542,940	554,179	11,239	2.1%	377,106	213.0%
Playtex	Hanesbrands Inc. [HBI]	26,220	217,691	255,832	261,122	5,290	2.1%	234,902	895.9%
Ralph Lauren	Polo Ralph Lauren Corporation [RL]	2,192,065	4,070,996	4,112,011	4,188,092	76,081	1.9%	1,996,027	91.1%
Champion	Hanesbrands Inc. [HBI]	279,511	607,375	609,519	610,866	1,347	0.2%	331,355	118.5%

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]	21,130	305,767	340,397	360,557	20,160	5.9%	339,427	1606.4%
Williams-Sonoma	Williams-Sonoma, Inc. [WSM]	74,288	263,027	275,720	287,566	11,846	4.3%	213,278	287.1%
West Elm	Williams-Sonoma, Inc. [WSM]	22,884	51,507	54,336	56,360	2,024	3.7%	33,476	146.3%
Pottery Barn Teen	Williams-Sonoma, Inc. [WSM]	41,031	195,424	203,624	209,412	5,788	2.8%	168,381	410.4%
Pier 1 Imports	Pier 1 Imports, Inc. [PIR]	93,176	308,927	320,081	328,901	8,820	2.8%	235,725	253.0%
Cost Plus	Cost Plus, Inc. [CPWM]	183,015	356,529	391,126	399,241	8,115	2.1%	216,226	118.1%
Pottery Barn Kids	Williams-Sonoma, Inc. [WSM]	92,861	288,685	295,383	298,995	3,612	1.2%	206,134	222.0%
Pottery Barn	Williams-Sonoma, Inc. [WSM]	196,209	747,322	758,429	766,659	8,230	1.1%	570,450	290.7%
Kirkland's	Kirkland's, Inc. [KIRK]	60,731	311,832	316,788	320,075	3,287	1.0%	259,344	427.0%
Restoration Hardware	Restoration Hardware [ex-RSTO]	15,793	0	0	0	0	0.0%	(15,793)	-100.0%
Home Improvement:									
Home Depot	The Home Depot, Inc. [HD]	206,382	462,623	481,038	505,286	24,248	5.0%	298,904	144.8%
Lowe's	Lowe's Companies, Inc. [LOW]	495,004	648,589	770,869	786,003	15,134	2.0%	290,999	58.8%
Sporting Goods:									
Big 5 Sporting Goods	Big 5 Sporting Goods Corporation [BGFV]	3,464	17,749	18,630	20,018	1,388	7.5%	16,554	477.9%
Sport Chalet	Sport Chalet, Inc. [SPCHA]	2,911	5,382	5,695	5,991	296	5.2%	3,080	105.8%
Hibbett Sports	Hibbett Sports, Inc. [HIBB]	16,719	62,505	66,320	69,082	2,762	4.2%	52,363	313.2%
Dick's Sporting Goods	Dick's Sporting Goods, Inc. [DKS]	224,152	347,453	356,557	364,495	7,938	2.2%	140,343	62.6%

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:									
Skechers	Skechers U.S.A., Inc. [SKX]	215,405	371,039	375,957	409,281	33,324	8.9%	193,876	90.0%
Crocs	Crocs, Inc. [CROX]	216,968	392,152	409,013	427,624	18,611	4.6%	210,656	97.1%
Timberland	The Timberland Company [TBL]	309,513	493,080	538,967	558,064	19,097	3.5%	248,551	80.3%
Coach	Coach, Inc. [COH]	1,487,452	2,445,067	2,523,736	2,610,091	86,355	3.4%	1,122,639	75.5%
UGG Australia	Deckers Outdoor Corporation [DECK]	625,211	911,328	949,300	980,438	31,138	3.3%	355,227	56.8%
Steven Madden	Steven Madden, Ltd. [SHOO]	118,604	297,657	306,038	312,912	6,874	2.2%	194,308	163.8%
Ecko	Iconix Brand Group, Inc. [ICON]	170,060	287,454	293,241	298,446	5,205	1.8%	128,386	75.5%
Nike	NIKE, Inc. [NKE]	3,580,136	5,378,526	5,484,703	5,559,553	74,850	1.4%	1,979,417	55.3%
Volcom	Volcom, Inc. [VLCM]	1,091,793	1,516,242	1,537,300	1,553,007	15,707	1.0%	461,214	42.2%
Ed Hardy	Iconix Brand Group, Inc. [ICON]	1,043,001	1,376,831	1,393,436	1,406,698	13,262	1.0%	363,697	34.9%
Specialty Footwear:									
The Finish Line	The Finish Line, Inc. [FINL]	209,143	708,951	752,819	816,476	63,657	8.5%	607,333	290.4%
Foot Locker	Foot Locker, Inc. [FL]	857,769	1,684,555	1,737,768	1,883,427	145,659	8.4%	1,025,658	119.6%
DSW Shoes	DSW Inc. [DSW]	107,142	228,799	237,821	244,115	6,294	2.6%	136,973	127.8%
Payless	Collective Brands, Inc. [PSS]	180,276	374,913	399,212	407,025	7,813	2.0%	226,749	125.8%
Specialty Retail/Other:									
Staples	Staples, Inc. [SPLS]	126,712	187,358	203,591	310,860	107,269	52.7%	184,148	145.3%
OfficeMax	OfficeMax Incorporated [OMX]	84,913	278,457	285,312	309,233	23,921	8.4%	224,320	264.2%
PetSmart	PetSmart, Inc. [PETM]	173,250	569,322	631,901	670,260	38,359	6.1%	497,010	286.9%
Bath & Body Works	Limited Brands, Inc. [LTD]	1,327,359	2,363,012	2,505,445	2,651,388	145,943	5.8%	1,324,029	99.7%
Build-A-Bear	Build-A-Bear Workshop, Inc. [BBW]	280,711	1,561,006	1,637,987	1,687,117	49,130	3.0%	1,406,406	501.0%
Barnes & Noble	Barnes & Noble, Inc. [BKS]	356,556	954,687	1,060,511	1,090,583	30,072	2.8%	734,027	205.9%
Oakley	Luxottica Group S.p.A. [LUX]	333,235	590,190	605,159	618,354	13,195	2.2%	285,119	85.6%
Tiffany's	Tiffany & Co. [TIF]	717,597	1,572,866	1,606,212	1,637,146	30,934	1.9%	919,549	128.1%
Office Depot	Office Depot, Inc. [ODP]	43,412	177,199	200,828	202,681	1,853	0.9%	159,269	366.9%
Ray-Ban	Luxottica Group S.p.A. [LUX]	1,726,503	2,363,947	2,395,903	2,414,763	18,860	0.8%	688,260	39.9%
Zales	Zale Corporation [ZLC]	44,310	345,196	435,589	438,069	2,480	0.6%	393,759	888.6%
BORDERS	Borders Group, Inc. [BGP]	571,513	894,938	898,317	900,852	2,535	0.3%	329,339	57.6%
Catalog/Internet:									
Amazon	Amazon.com, Inc. [AMZN]	484,846	1,640,542	1,906,513	2,189,409	282,896	14.8%	1,704,563	351.6%
eBay	eBay Inc. [EBAY]	393,282	1,001,057	1,355,107	1,550,616	195,509	14.4%	1,157,334	294.3%
Overstock	Overstock.com, Inc. [OSTK]	61,116	94,007	97,925	102,951	5,026	5.1%	41,835	68.5%
1-800-FLOWERS	1-800-FLOWERS.COM, Inc. [FLWS]	53,779	266,243	282,579	291,558	8,979	3.2%	237,779	442.1%
Netflix	Netflix, Inc. [NFLX]	545,727	2,025,599	2,099,606	2,159,931	60,325	2.9%	1,614,204	295.8%

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Personal Products:									
Huggies	Kimberly-Clark Corporation [KMB]	152,205	269,979	310,672	343,183	32,511	10.5%	190,978	125.5%
Cover Girl	The Procter & Gamble Company [PG]	439,581	1,434,087	1,510,015	1,635,882	125,867	8.3%	1,196,301	272.1%
Gillette	The Procter & Gamble Company [PG]	326,694	702,862	939,479	991,459	51,980	5.5%	664,765	203.5%
Revlon	Revlon, Inc. [REV]	218,853	382,206	390,775	397,306	6,531	1.7%	178,453	81.5%
Avon	Avon Products Inc. [AVP]	262,705	486,001	499,781	507,615	7,834	1.6%	244,910	93.2%
Drug Stores:									
Rite Aid	Rite Aid Corporation [RAD]	9,760	192,906	202,581	276,621	74,040	36.5%	266,861	2734.2%
CVS Pharmacy	CVS Caremark Corporation [CVS]	151,900	749,864	781,084	806,341	25,257	3.2%	654,441	430.8%
Walgreen's	Walgreen Co. [WAG]	799,378	1,321,114	1,341,815	1,384,932	43,117	3.2%	585,554	73.3%
Grocery:									
Kroger	The Kroger Co. [KR]	43,813	124,870	172,027	175,908	3,881	2.3%	132,095	301.5%
Safeway	Safeway Inc. [SWY]	140,563	299,225	317,596	324,656	7,060	2.2%	184,093	131.0%
Whole Foods	Whole Foods Market, Inc. [WFMI]	428,709	741,012	756,638	765,766	9,128	1.2%	337,057	78.6%
Beverages - Soft Drinks:									
Fanta	The Coca-Cola Company [KO]	219,487	1,070,146	1,316,413	1,518,699	202,286	15.4%	1,299,212	591.9%
7UP	Dr Pepper Snapple Group, Inc. [DPS]	225,239	517,335	531,117	571,441	40,324	7.6%	346,202	153.7%
Sprite	The Coca-Cola Company [KO]	2,228,869	4,697,499	4,961,621	5,147,905	186,284	3.8%	2,919,036	131.0%
Pepsi	PepsiCo, Inc. [PEP]	2,960,683	6,084,863	6,693,088	6,886,588	193,500	2.9%	3,925,905	132.6%
Snapple	Dr Pepper Snapple Group, Inc. [DPS]	375,515	685,194	707,334	724,975	17,641	2.5%	349,460	93.1%
Diet Coke	The Coca-Cola Company [KO]	708,200	1,344,200	1,360,913	1,389,229	28,316	2.1%	681,029	96.2%
Schweppes	Dr Pepper Snapple Group, Inc. [DPS]	43,464	119,524	121,607	123,907	2,300	1.9%	80,443	185.1%
Sunkist Soda	Dr Pepper Snapple Group, Inc. [DPS]	88,275	396,517	405,031	411,383	6,352	1.6%	323,108	366.0%
Monster Energy	Hansen Natural Corporation [HANS]	7,970,302	12,551,809	12,729,515	12,858,344	128,829	1.0%	4,888,042	61.3%
Coca-Cola	The Coca-Cola Company [KO]	21,548,065	35,451,151	36,203,447	36,566,200	362,753	1.0%	15,018,135	69.7%
Dr Pepper	Dr Pepper Snapple Group, Inc. [DPS]	7,560,996	10,717,327	10,835,327	10,921,260	85,933	0.8%	3,360,264	44.4%
Mountain Dew	PepsiCo, Inc. [PEP]	4,009,188	6,174,278	6,264,221	6,308,567	44,346	0.7%	2,299,379	57.4%



TRG Facebook Fan Counts - 12.30.2011 (Sort by Month % Change)

Brand	Company	# Fans 31-Dec-10	# Fans 31-Oct-11	# Fans 30-Nov-11	# Fans 30-Dec-11	Month # Change	Month % Change	vs. Last Year # Change	vs. Last Year % Change
Restaurants:									
Red Lobster	Darden Restaurants, Inc. [DRI]	214,799	572,155	584,855	878,958	294,103	50.3%	664,159	309.2%
Burger King	Burger King Holdings Inc. [ex-BKC]	758,077	1,789,533	1,947,946	2,393,014	445,068	22.8%	1,634,937	215.7%
Peet's Coffee & Tea	Peet's Coffee & Tea, Inc. [PEET]	54,709	73,498	74,574	85,313	10,739	14.4%	30,604	55.9%
The Cheesecake Factory	The Cheesecake Factory, Inc. [CAKE]	694,544	1,151,345	1,196,964	1,322,489	125,525	10.5%	627,945	90.4%
Seasons 52	Darden Restaurants, Inc. [DRI]	17,292	44,156	47,916	51,945	4,029	8.4%	34,653	200.4%
BJ's Restaurant & Brewery	BJ's Restaurants, Inc. [BJRI]	158,014	221,379	237,327	253,292	15,965	6.7%	95,278	60.3%
Chili's	Brinker International, Inc. [EAT]	658,630	1,162,978	1,245,732	1,322,402	76,670	6.2%	663,772	100.8%
Buffalo Wild Wings	Buffalo Wild Wings, Inc. [BWLD]	3,780,120	5,478,355	5,724,525	5,977,539	253,014	4.4%	2,197,419	58.1%
Domino's Pizza	Domino's Pizza, Inc. [DPZ]	1,471,466	4,069,144	4,156,712	4,334,545	177,833	4.3%	2,863,079	194.6%
Wendy's	Wendy's/Arby's Group, Inc. [WEN]	667,021	1,431,830	1,571,086	1,637,874	66,788	4.3%	970,853	145.6%
Morton's Steakhouse	Morton's Restaurant Group, Inc. [MRT]	14,821	22,405	23,200	24,114	914	3.9%	9,293	62.7%
McDonald's	McDonald's Corporation [MCD]	6,698,755	11,410,970	11,821,239	12,198,743	377,504	3.2%	5,499,988	82.1%
Pizza Hut	YUM! Brands, Inc. [YUM]	2,185,388	4,634,586	4,822,812	4,960,091	137,279	2.8%	2,774,703	127.0%
Panera Bread	Panera Bread Company [PNRA]	424,778	734,846	779,975	800,466	20,491	2.6%	375,688	88.4%
LongHorn Steakhouse	Darden Restaurants, Inc. [DRI]	82,522	206,351	211,859	215,390	3,531	1.7%	132,868	161.0%
Carl's Jr.	ex-CKE Restaurants [ex-CKR]	609,606	826,319	846,735	858,371	11,636	1.4%	248,765	40.8%
T.G.I. Friday's	T.G.I. Friday's	503,607	752,956	764,211	774,493	10,282	1.3%	270,886	53.8%
Jack in the Box	Jack in the Box Inc. [JACK]	340,739	473,814	481,664	487,533	5,869	1.2%	146,794	43.1%
The Capital Grille	Darden Restaurants, Inc. [DRI]	38,762	48,479	49,510	50,111	601	1.2%	11,349	29.3%
Maggiano's Little Italy	Brinker International, Inc. [EAT]	36,203	93,955	98,705	99,890	1,185	1.2%	63,687	175.9%
Starbucks	Starbucks Corporation [SBUX]	19,021,302	25,867,683	26,244,567	26,553,714	309,147	1.2%	7,532,412	39.6%
KFC	YUM! Brands, Inc. [YUM]	2,722,815	3,441,732	3,464,564	3,502,129	37,565	1.1%	779,314	28.6%
Pei Wei Asian Diner	P.F. Chang's China Bistro, Inc. [PFCB]	80,872	115,306	118,910	120,195	1,285	1.1%	39,323	48.6%
Papa John's Pizza	Papa John's International, Inc. [PZZA]	1,447,963	1,953,342	1,975,099	1,995,681	20,582	1.0%	547,718	37.8%
Sonic Drive-In	Sonic Corp. [SONC]	473,866	759,072	771,293	777,301	6,008	0.8%	303,435	64.0%
Bahama Breeze	Darden Restaurants, Inc. [DRI]	17,893	46,778	47,290	47,642	352	0.7%	29,749	166.3%
Jamba Juice	Jamba, Inc. [JMBA]	816,848	1,134,155	1,145,888	1,154,183	8,295	0.7%	337,335	41.3%
Olive Garden	Darden Restaurants, Inc. [DRI]	942,267	1,840,859	1,892,752	1,906,421	13,669	0.7%	964,154	102.3%
Arby's	Wendy's/Arby's Group, Inc. [WEN]	166,291	700,043	717,220	722,175	4,955	0.7%	555,884	334.3%
Chipotle	Chipotle Mexican Grill, Inc. [CMG]	1,130,292	1,520,083	1,534,244	1,544,829	10,585	0.7%	414,537	36.7%
California Pizza Kitchen	California Pizza Kitchen, Inc. [CPKI]	43,660	187,646	191,711	192,987	1,276	0.7%	149,327	342.0%
P.F. Chang's China Bistro	P.F. Chang's China Bistro, Inc. [PFCB]	123,838	420,256	426,427	428,560	2,133	0.5%	304,722	246.1%
Taco Bell	YUM! Brands, Inc. [YUM]	5,244,836	7,580,565	7,636,238	7,661,983	25,745	0.3%	2,417,147	46.1%
Krispy Kreme Doughnuts	Krispy Kreme Doughnuts, Inc. [KKD]	2,804,485	3,742,569	3,789,205	3,800,745	11,540	0.3%	996,260	35.5%
Ruby Tuesday	Ruby Tuesday, Inc. [RT]	319,927	725,372	744,259	744,941	682	0.1%	425,014	132.8%

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Brand	Company	# Fans 31-Dec-10	# Fans 31-Oct-11	# Fans 30-Nov-11	# Fans 30-Dec-11	Month # Change	Month % Change	vs. Last Year # Change	vs. Last Year % Change
Department Stores:									
Macy's	Macy's, Inc. [M]	993,631	2,603,388	3,310,583	3,834,778	524,195	15.8%	2,841,147	285.9%
Sears	Sears Holdings Corporation [SHLD]	339,481	953,731	1,062,149	1,186,292	124,143	11.7%	846,811	249.4%
Marks and Spencer	Marks and Spencer Group plc [MAKSY.PK]	241,634	384,789	421,118	525,458	104,340	24.8%	283,824	117.5%
Saks Fifth Avenue	Saks Incorporated [SKS]	130,361	267,607	275,302	282,297	6,995	2.5%	151,936	116.6%
Dillard's	Dillard's, Inc. [DDS]	69,972	143,022	146,115	148,634	2,519	1.7%	78,662	112.4%
Kohl's	Kohl's Corporation [KSS]	3,326,320	5,833,334	6,170,425	6,242,495	72,070	1.2%	2,916,175	87.7%
J. C. Penney	J. C. Penney Company, Inc. [JCP]	1,409,526	2,024,157	2,169,181	2,208,570	39,389	1.8%	799,044	56.7%
Discount Stores:									
Ross Stores	Ross Stores, Inc. [ROST]	20,664	105,515	114,497	129,816	15,319	13.4%	109,152	528.2%
Wal-Mart	Wal-Mart Stores, Inc. [WMT]	2,882,669	9,754,490	10,661,588	11,144,938	483,350	4.5%	8,262,269	286.6%
Family Dollar	Family Dollar Stores, Inc. [FDO]	158,204	494,211	502,939	509,223	6,284	1.2%	351,019	221.9%
BJ's Wholesale Club	BJ's Wholesale Club, Inc. [BJ]	26,001	49,722	66,816	80,037	13,221	19.8%	54,036	207.8%
Dollar Tree	Dollar Tree, Inc. [DLTR]	50,797	129,432	140,034	148,587	8,553	6.1%	97,790	192.5%
KMart	Sears Holdings Corporation [SHLD]	313,101	632,727	698,334	724,244	25,910	3.7%	411,143	131.3%
Target	Target Corporation [TGT]	3,564,559	5,699,553	7,154,446	7,927,008	772,562	10.8%	4,362,449	122.4%
Dollar General	Dollar General Corporation [DG]	508,120	1,000,457	1,043,066	1,097,561	54,495	5.2%	589,441	116.0%
TJ Maxx	The TJX Companies, Inc. [TJX]	361,854	680,737	716,471	724,696	8,225	1.1%	362,842	100.3%
Costco	Costco Wholesale Corporation [COST]	196,434	354,024	370,737	388,877	18,140	4.9%	192,443	98.0%
Electronics:									
hhgregg	hhgregg, Inc. [HGG]	21,738	97,369	119,059	128,195	9,136	7.7%	106,457	489.7%
RadioShack	RadioShack Corporation [RSH]	154,194	302,406	375,950	420,231	44,281	11.8%	266,037	172.5%
Best Buy	Best Buy Co., Inc. [BBY]	2,089,941	4,748,991	5,428,919	5,546,913	117,994	2.2%	3,456,972	165.4%
GameStop	GameStop Corp. [GME]	1,542,310	2,937,934	3,045,823	3,114,489	68,666	2.3%	1,572,179	101.9%

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.

TRG Facebook Fan Counts - 12.30.2011 (Sort by Year % Change)

Brand	Company	# Fans 31-Dec-10	# Fans 31-Oct-11	# Fans 30-Nov-11	# Fans 30-Dec-11	Month # Change	Month % Change	vs. Last Year # Change	vs. Last Year % Change
Specialty Apparel:									
Ann Taylor LOFT	AnnTaylor Stores Corporation [ANN]	72,373	651,575	758,249	878,770	120,521	15.9%	806,397	1114.2%
Ann Taylor	AnnTaylor Stores Corporation [ANN]	72,372	356,985	472,318	485,085	12,767	2.7%	412,713	570.3%
Cache	Cache, Inc. [CACH]	8,955	48,166	49,343	49,881	538	1.1%	40,926	457.0%
Men's Wearhouse	The Men's Wearhouse, Inc. [MW]	4,878	15,376	22,817	24,474	1,657	7.3%	19,596	401.7%
Justice	The Dress Barn, Inc. [DBRN]	38,202	144,320	158,394	171,089	12,695	8.0%	132,887	347.9%
Nordstrom	Nordstrom, Inc. [JWN]	326,273	987,970	1,159,240	1,236,152	76,912	6.6%	909,879	278.9%
Benetton	Benetton Group S.p.A. [BNGPY.PK]	279,333	774,753	947,960	1,031,927	83,967	8.9%	752,594	269.4%
Chico's	Chico's FAS, Inc. [CHS]	18,920	66,466	68,331	69,351	1,020	1.5%	50,431	266.5%
Jos. A. Bank Clothiers	Jos. A. Bank Clothiers, Inc. [JOSB]	4,095	10,758	12,475	12,950	475	3.8%	8,855	216.2%
Burberry	Burberry Group plc [BBRYF.PK]	3,677,934	9,113,857	9,813,756	10,090,535	276,779	2.8%	6,412,601	174.4%
Banana Republic	The Gap, Inc. [GPS]	219,455	490,289	521,041	548,486	27,445	5.3%	329,031	149.9%
Dress Barn	The Dress Barn, Inc. [DBRN]	76,141	168,270	171,896	187,389	15,493	9.0%	111,248	146.1%
Gilly Hicks	Abercrombie & Fitch Co. [ANF]	81,612	174,883	185,670	196,613	10,943	5.9%	115,001	140.9%
Talbots	The Talbots, Inc. [TLB]	74,868	148,127	161,103	167,113	6,010	3.7%	92,245	123.2%
Cato	The Cato Corporation [CATO]	39,807	69,995	73,673	86,241	12,568	17.1%	46,434	116.6%
Anthropologie	Urban Outfitters, Inc. [URBN]	249,560	442,708	455,964	467,602	11,638	2.6%	218,042	87.4%
Lululemon Athletica	lululemon athletica inc. [LULU]	276,834	408,810	417,699	503,874	86,175	20.6%	227,040	82.0%
Crazy 8	The Gymboree Corporation [GYMB]	42,142	70,710	73,818	75,762	1,944	2.6%	33,620	79.8%
Old Navy	The Gap, Inc. [GPS]	1,547,477	2,565,196	2,647,247	2,750,749	103,502	3.9%	1,203,272	77.8%
Maurice's	The Dress Barn, Inc. [DBRN]	131,011	210,580	218,576	225,023	6,447	2.9%	94,012	71.8%
Gymboree	The Gymboree Corporation [GYMB]	173,255	287,974	292,874	295,588	2,714	0.9%	122,333	70.6%
Coldwater Creek	Coldwater Creek, Inc. [CWTR]	123,183	190,448	209,055	209,816	761	0.4%	86,633	70.3%
Casual Male XL	Casual Male Retail Group, Inc. [CMRG]	10,500	16,526	17,035	17,158	123	0.7%	6,658	63.4%
Hollister	Abercrombie & Fitch Co. [ANF]	4,003,111	6,169,377	6,294,780	6,408,429	113,649	1.8%	2,405,318	60.1%
Victoria's Secret	Limited Brands, Inc. [LTD]	10,891,140	15,561,315	15,875,906	16,342,009	466,103	2.9%	5,450,869	50.0%
H&M	H&M	5,929,331	8,575,355	8,765,040	8,889,557	124,517	1.4%	2,960,226	49.9%
Gap	The Gap, Inc. [GPS]	1,237,962	1,696,067	1,784,834	1,828,274	43,440	2.4%	590,312	47.7%
Children's Place	The Children's Place Retail Stores, Inc. [PLCE]	777,047	1,063,113	1,112,636	1,116,811	4,175	0.4%	339,764	43.7%
ZARA	The Inditex Group	7,702,933	10,404,227	10,629,306	10,798,533	169,227	1.6%	3,095,600	40.2%
J. Crew	J. Crew Group, Inc. [JCG]	285,256	382,909	388,789	396,818	8,029	2.1%	111,562	39.1%
Victoria's Secret Pink	Limited Brands, Inc. [LTD]	7,681,022	10,484,638	10,585,928	10,681,246	95,318	0.9%	3,000,224	39.1%
Janie and Jack	The Gymboree Corporation [GYMB]	48,306	64,656	66,007	67,018	1,011	1.5%	18,712	38.7%



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Teen Specialty Apparel:									
New York & Co.	New York & Company, Inc. [NWY]	85,143	417,205	551,407	568,356	16,949	3.1%	483,213	567.5%
Zumiez	Zumiez Inc. [ZUMZ]	226,426	509,646	560,698	602,232	41,534	7.4%	375,806	166.0%
Express	Express, Inc. [EXPR]	649,424	1,520,838	1,595,814	1,707,547	111,733	7.0%	1,058,123	162.9%
bebe	bebe stores, inc. [BEBE]	768,503	1,726,021	1,809,076	1,929,461	120,385	6.7%	1,160,958	151.1%
PacSun	Pacific Sunwear of California, Inc. [PSUN]	618,411	1,329,564	1,345,155	1,364,749	19,594	1.5%	746,338	120.7%
GUESS	Guess?, Inc. [GES]	751,607	1,433,248	1,492,512	1,540,273	47,761	3.2%	788,666	104.9%
Aerie by American Eagle	American Eagle Outfitters, Inc. [AEO]	403,954	693,984	722,303	748,074	25,771	3.6%	344,120	85.2%
Abercrombie & Fitch	Abercrombie & Fitch Co. [ANF]	3,478,012	5,588,558	5,700,343	5,791,744	91,401	1.6%	2,313,732	66.5%
American Eagle	American Eagle Outfitters, Inc. [AEO]	3,484,776	5,546,694	5,655,782	5,754,029	98,247	1.7%	2,269,253	65.1%
Aeropostale	Aeropostale, Inc. [ARO]	3,484,628	5,331,303	5,412,792	5,483,475	70,683	1.3%	1,998,847	57.4%
Buckle	The Buckle, Inc. [BKE]	150,417	224,086	229,271	233,408	4,137	1.8%	82,991	55.2%
Urban Outfitters USA	Urban Outfitters, Inc. [URBN]	576,517	840,214	857,909	874,207	16,298	1.9%	297,690	51.6%
Hot Topic	Hot Topic, Inc. [HOTT]	2,530,812	3,659,879	3,724,146	3,760,397	36,251	1.0%	1,229,585	48.6%
Wet Seal	The Wet Seal, Inc. [WTSLA]	1,207,888	1,734,211	1,751,162	1,764,547	13,385	0.8%	556,659	46.1%
Forever 21	Forever 21	3,877,304	5,219,261	5,306,132	5,374,806	68,674	1.3%	1,497,502	38.6%
Urban Outfitters EUROPE	Urban Outfitters, Inc. [URBN]	278,358	339,093	341,874	344,571	2,697	0.8%	66,213	23.8%
Apparel Wholesale:									
Playtex	Hanesbrands Inc. [HBI]	26,220	217,691	255,832	261,122	5,290	2.1%	234,902	895.9%
Nautica	V.F. Corporation [VFC]	108,675	309,497	398,728	545,440	146,712	36.8%	436,765	401.9%
Lee Jeans	V.F. Corporation [VFC]	37,544	125,509	138,303	174,777	36,474	26.4%	137,233	365.5%
Hanes	Hanesbrands Inc. [HBI]	775,370	2,224,493	2,272,485	2,432,055	159,570	7.0%	1,656,685	213.7%
True Religion Brand Jeans	True Religion Apparel, Inc. [TRLG]	177,073	527,750	542,940	554,179	11,239	2.1%	377,106	213.0%
Champion	Hanesbrands Inc. [HBI]	279,511	607,375	609,519	610,866	1,347	0.2%	331,355	118.5%
Rugby Ralph Lauren	Polo Ralph Lauren Corporation [RL]	67,232	127,226	134,544	144,511	9,967	7.4%	77,279	114.9%
The North Face	V.F. Corporation [VFC]	697,483	1,430,673	1,464,479	1,496,519	32,040	2.2%	799,036	114.6%
Wrangler	V.F. Corporation [VFC]	45,393	81,562	84,443	86,901	2,458	2.9%	41,508	91.4%
Ralph Lauren	Polo Ralph Lauren Corporation [RL]	2,192,065	4,070,996	4,112,011	4,188,092	76,081	1.9%	1,996,027	91.1%
Juicy Couture	Liz Claiborne, Inc. [LIZ]	790,432	1,338,480	1,367,865	1,398,927	31,062	2.3%	608,495	77.0%
American Apparel	American Apparel, Inc. [APP]	402,365	590,322	618,431	638,369	19,938	3.2%	236,004	58.7%
Lucy Activewear	V.F. Corporation [VFC]	18,111	26,812	27,647	28,253	606	2.2%	10,142	56.0%
Columbia Sportswear	Columbia Sportswear Company [COLM]	99,699	134,927	144,292	148,755	4,463	3.1%	49,056	49.2%

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]	21,130	305,767	340,397	360,557	20,160	5.9%	339,427	1606.4%
Kirkland's	Kirkland's, Inc. [KIRK]	60,731	311,832	316,788	320,075	3,287	1.0%	259,344	427.0%
Pottery Barn Teen	Williams-Sonoma, Inc. [WSM]	41,031	195,424	203,624	209,412	5,788	2.8%	168,381	410.4%
Pottery Barn	Williams-Sonoma, Inc. [WSM]	196,209	747,322	758,429	766,659	8,230	1.1%	570,450	290.7%
Williams-Sonoma	Williams-Sonoma, Inc. [WSM]	74,288	263,027	275,720	287,566	11,846	4.3%	213,278	287.1%
Pier 1 Imports	Pier 1 Imports, Inc. [PIR]	93,176	308,927	320,081	328,901	8,820	2.8%	235,725	253.0%
Pottery Barn Kids	Williams-Sonoma, Inc. [WSM]	92,861	288,685	295,383	298,995	3,612	1.2%	206,134	222.0%
West Elm	Williams-Sonoma, Inc. [WSM]	22,884	51,507	54,336	56,360	2,024	3.7%	33,476	146.3%
Cost Plus	Cost Plus, Inc. [CPWM]	183,015	356,529	391,126	399,241	8,115	2.1%	216,226	118.1%
Restoration Hardware	Restoration Hardware [ex-RSTO]	15,793	0	0	0	0	0.0%	(15,793)	-100.0%
Home Improvement:									
Home Depot	The Home Depot, Inc. [HD]	206,382	462,623	481,038	505,286	24,248	5.0%	298,904	144.8%
Lowe's	Lowe's Companies, Inc. [LOW]	495,004	648,589	770,869	786,003	15,134	2.0%	290,999	58.8%
Sporting Goods:									
Big 5 Sporting Goods	Big 5 Sporting Goods Corporation [BGFV]	3,464	17,749	18,630	20,018	1,388	7.5%	16,554	477.9%
Hibbett Sports	Hibbett Sports, Inc. [HIBB]	16,719	62,505	66,320	69,082	2,762	4.2%	52,363	313.2%
Sport Chalet	Sport Chalet, Inc. [SPCHA]	2,911	5,382	5,695	5,991	296	5.2%	3,080	105.8%
Dick's Sporting Goods	Dick's Sporting Goods, Inc. [DKS]	224,152	347,453	356,557	364,495	7,938	2.2%	140,343	62.6%

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

BBBY has stepped it up over the past few months.

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Brand	Company	# Fans 31-Dec-10	# Fans 31-Oct-11	# Fans 30-Nov-11	# Fans 30-Dec-11	Month # Change	Month % Change	vs. Last Year # Change	vs. Last Year % Change
Footwear/Accessories:									
Steven Madden	Steven Madden, Ltd. [SHOO]	118,604	297,657	306,038	312,912	6,874	2.2%	194,308	163.8%
Crocs	Crocs, Inc. [CROX]	216,968	392,152	409,013	427,624	18,611	4.6%	210,656	97.1%
Skechers	Skechers U.S.A., Inc. [SKX]	215,405	371,039	375,957	409,281	33,324	8.9%	193,876	90.0%
Timberland	The Timberland Company [TBL]	309,513	493,080	538,967	558,064	19,097	3.5%	248,551	80.3%
Ecko	Iconix Brand Group, Inc. [ICON]	170,060	287,454	293,241	298,446	5,205	1.8%	128,386	75.5%
Coach	Coach, Inc. [COH]	1,487,452	2,445,067	2,523,736	2,610,091	86,355	3.4%	1,122,639	75.5%
UGG Australia	Deckers Outdoor Corporation [DECK]	625,211	911,328	949,300	980,438	31,138	3.3%	355,227	56.8%
Nike	NIKE, Inc. [NKE]	3,580,136	5,378,526	5,484,703	5,559,553	74,850	1.4%	1,979,417	55.3%
Volcom	Volcom, Inc. [VLCM]	1,091,793	1,516,242	1,537,300	1,553,007	15,707	1.0%	461,214	42.2%
Ed Hardy	Iconix Brand Group, Inc. [ICON]	1,043,001	1,376,831	1,393,436	1,406,698	13,262	1.0%	363,697	34.9%
Specialty Footwear:									
The Finish Line	The Finish Line, Inc. [FINL]	209,143	708,951	752,819	816,476	63,657	8.5%	607,333	290.4%
DSW Shoes	DSW Inc. [DSW]	107,142	228,799	237,821	244,115	6,294	2.6%	136,973	127.8%
Payless	Collective Brands, Inc. [PSS]	180,276	374,913	399,212	407,025	7,813	2.0%	226,749	125.8%
Foot Locker	Foot Locker, Inc. [FL]	857,769	1,684,555	1,737,768	1,883,427	145,659	8.4%	1,025,658	119.6%
Specialty Retail/Other:									
Zales	Zale Corporation [ZLC]	44,310	345,196	435,589	438,069	2,480	0.6%	393,759	888.6%
Build-A-Bear	Build-A-Bear Workshop, Inc. [BBW]	280,711	1,561,006	1,637,987	1,687,117	49,130	3.0%	1,406,406	501.0%
Office Depot	Office Depot, Inc. [ODP]	43,412	177,199	200,828	202,681	1,853	0.9%	159,269	366.9%
PetSmart	PetSmart, Inc. [PETM]	173,250	569,322	631,901	670,260	38,359	6.1%	497,010	286.9%
OfficeMax	OfficeMax Incorporated [OMX]	84,913	278,457	285,312	309,233	23,921	8.4%	224,320	264.2%
Barnes & Noble	Barnes & Noble, Inc. [BKS]	356,556	954,687	1,060,511	1,090,583	30,072	2.8%	734,027	205.9%
Staples	Staples, Inc. [SPLS]	126,712	187,358	203,591	310,860	107,269	52.7%	184,148	145.3%
Tiffany's	Tiffany & Co. [TIF]	717,597	1,572,866	1,606,212	1,637,146	30,934	1.9%	919,549	128.1%
Bath & Body Works	Limited Brands, Inc. [LTD]	1,327,359	2,363,012	2,505,445	2,651,388	145,943	5.8%	1,324,029	99.7%
Oakley	Luxottica Group S.p.A. [LUX]	333,235	590,190	605,159	618,354	13,195	2.2%	285,119	85.6%
BORDERS	Borders Group, Inc. [BGP]	571,513	894,938	898,317	900,852	2,535	0.3%	329,339	57.6%
Ray-Ban	Luxottica Group S.p.A. [LUX]	1,726,503	2,363,947	2,395,903	2,414,763	18,860	0.8%	688,260	39.9%
Catalog/Internet:									
1-800-FLOWERS	1-800-FLOWERS.COM, Inc. [FLWS]	53,779	266,243	282,579	291,558	8,979	3.2%	237,779	442.1%
Amazon	Amazon.com, Inc. [AMZN]	484,846	1,640,542	1,906,513	2,189,409	282,896	14.8%	1,704,563	351.6%
Netflix	Netflix, Inc. [NFLX]	545,727	2,025,599	2,099,606	2,159,931	60,325	2.9%	1,614,204	295.8%
eBay	eBay Inc. [EBAY]	393,282	1,001,057	1,355,107	1,550,616	195,509	14.4%	1,157,334	294.3%
Overstock	Overstock.com, Inc. [OSTK]	61,116	94,007	97,925	102,951	5,026	5.1%	41,835	68.5%

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Personal Products:									
Cover Girl	The Procter & Gamble Company [PG]	439,581	1,434,087	1,510,015	1,635,882	125,867	8.3%	1,196,301	272.1%
Gillette	The Procter & Gamble Company [PG]	326,694	702,862	939,479	991,459	51,980	5.5%	664,765	203.5%
Huggies	Kimberly-Clark Corporation [KMB]	152,205	269,979	310,672	343,183	32,511	10.5%	190,978	125.5%
Avon	Avon Products Inc. [AVP]	262,705	486,001	499,781	507,615	7,834	1.6%	244,910	93.2%
Revlon	Revlon, Inc. [REV]	218,853	382,206	390,775	397,306	6,531	1.7%	178,453	81.5%
Drug Stores:									
Rite Aid	Rite Aid Corporation [RAD]	9,760	192,906	202,581	276,621	74,040	36.5%	266,861	2734.2%
CVS Pharmacy	CVS Caremark Corporation [CVS]	151,900	749,864	781,084	806,341	25,257	3.2%	654,441	430.8%
Walgreen's	Walgreen Co. [WAG]	799,378	1,321,114	1,341,815	1,384,932	43,117	3.2%	585,554	73.3%
Grocery:									
Kroger	The Kroger Co. [KR]	43,813	124,870	172,027	175,908	3,881	2.3%	132,095	301.5%
Safeway	Safeway Inc. [SWY]	140,563	299,225	317,596	324,656	7,060	2.2%	184,093	131.0%
Whole Foods	Whole Foods Market, Inc. [WFMI]	428,709	741,012	756,638	765,766	9,128	1.2%	337,057	78.6%
Beverages - Soft Drinks:									
Fanta	The Coca-Cola Company [KO]	219,487	1,070,146	1,316,413	1,518,699	202,286	15.4%	1,299,212	591.9%
Sunkist Soda	Dr Pepper Snapple Group, Inc. [DPS]	88,275	396,517	405,031	411,383	6,352	1.6%	323,108	366.0%
Schweppes	Dr Pepper Snapple Group, Inc. [DPS]	43,464	119,524	121,607	123,907	2,300	1.9%	80,443	185.1%
7UP	Dr Pepper Snapple Group, Inc. [DPS]	225,239	517,335	531,117	571,441	40,324	7.6%	346,202	153.7%
Pepsi	PepsiCo, Inc. [PEP]	2,960,683	6,084,863	6,693,088	6,886,588	193,500	2.9%	3,925,905	132.6%
Sprite	The Coca-Cola Company [KO]	2,228,869	4,697,499	4,961,621	5,147,905	186,284	3.8%	2,919,036	131.0%
Diet Coke	The Coca-Cola Company [KO]	708,200	1,344,200	1,360,913	1,389,229	28,316	2.1%	681,029	96.2%
Snapple	Dr Pepper Snapple Group, Inc. [DPS]	375,515	685,194	707,334	724,975	17,641	2.5%	349,460	93.1%
Coca-Cola	The Coca-Cola Company [KO]	21,548,065	35,451,151	36,203,447	36,566,200	362,753	1.0%	15,018,135	69.7%
Monster Energy	Hansen Natural Corporation [HANS]	7,970,302	12,551,809	12,729,515	12,858,344	128,829	1.0%	4,888,042	61.3%
Mountain Dew	PepsiCo, Inc. [PEP]	4,009,188	6,174,278	6,264,221	6,308,567	44,346	0.7%	2,299,379	57.4%
Dr Pepper	Dr Pepper Snapple Group, Inc. [DPS]	7,560,996	10,717,327	10,835,327	10,921,260	85,933	0.8%	3,360,264	44.4%



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Restaurants:									
California Pizza Kitchen	California Pizza Kitchen, Inc. [CPKI]	43,660	187,646	191,711	192,987	1,276	0.7%	149,327	342.0%
Arby's	Wendy's/Arby's Group, Inc. [WEN]	166,291	700,043	717,220	722,175	4,955	0.7%	555,884	334.3%
Red Lobster	Darden Restaurants, Inc. [DRI]	214,799	572,155	584,855	878,958	294,103	50.3%	664,159	309.2%
P.F. Chang's China Bistro	P.F. Chang's China Bistro, Inc. [PFCB]	123,838	420,256	426,427	428,560	2,133	0.5%	304,722	246.1%
Burger King	Burger King Holdings Inc. [ex-BKCI]	758,077	1,789,533	1,947,946	2,393,014	445,068	22.8%	1,634,937	215.7%
Seasons 52	Darden Restaurants, Inc. [DRI]	17,292	44,156	47,916	51,945	4,029	8.4%	34,653	200.4%
Domino's Pizza	Domino's Pizza, Inc. [DPZ]	1,471,466	4,069,144	4,156,712	4,334,545	177,833	4.3%	2,863,079	194.6%
Maggiano's Little Italy	Brinker International, Inc. [EAT]	36,203	93,955	98,705	99,890	1,185	1.2%	63,687	175.9%
Bahama Breeze	Darden Restaurants, Inc. [DRI]	17,893	46,778	47,290	47,642	352	0.7%	29,749	166.3%
LongHorn Steakhouse	Darden Restaurants, Inc. [DRI]	82,522	206,351	211,859	215,390	3,531	1.7%	132,868	161.0%
Wendy's	Wendy's/Arby's Group, Inc. [WEN]	667,021	1,431,830	1,571,086	1,637,874	66,788	4.3%	970,853	145.6%
Ruby Tuesday	Ruby Tuesday, Inc. [RT]	319,927	725,372	744,259	744,941	682	0.1%	425,014	132.8%
Pizza Hut	YUM! Brands, Inc. [YUM]	2,185,388	4,634,586	4,822,812	4,960,091	137,279	2.8%	2,774,703	127.0%
Olive Garden	Darden Restaurants, Inc. [DRI]	942,267	1,840,859	1,892,752	1,906,421	13,669	0.7%	964,154	102.3%
Chili's	Brinker International, Inc. [EAT]	658,630	1,162,978	1,245,732	1,322,402	76,670	6.2%	663,772	100.8%
The Cheesecake Factory	The Cheesecake Factory, Inc. [CAKE]	694,544	1,151,345	1,196,964	1,322,489	125,525	10.5%	627,945	90.4%
Panera Bread	Panera Bread Company [PNRA]	424,778	734,846	779,975	800,466	20,491	2.6%	375,688	88.4%
McDonald's	McDonald's Corporation [MCD]	6,698,755	11,410,970	11,821,239	12,198,743	377,504	3.2%	5,499,988	82.1%
Sonic Drive-In	Sonic Corp. [SONC]	473,866	759,072	771,293	777,301	6,008	0.8%	303,435	64.0%
Morton's Steakhouse	Morton's Restaurant Group, Inc. [MRT]	14,821	22,405	23,200	24,114	914	3.9%	9,293	62.7%
BJ's Restaurant & Brewery	BJ's Restaurants, Inc. [BJRI]	158,014	221,379	237,327	253,292	15,965	6.7%	95,278	60.3%
Buffalo Wild Wings	Buffalo Wild Wings, Inc. [BWLID]	3,780,120	5,478,355	5,724,525	5,977,539	253,014	4.4%	2,197,419	58.1%
Peet's Coffee & Tea	Peet's Coffee & Tea, Inc. [PEET]	54,709	73,498	74,574	85,313	10,739	14.4%	30,604	55.9%
T.G.I. Friday's	T.G.I. Friday's	503,607	752,956	764,211	774,493	10,282	1.3%	270,886	53.8%
Pei Wei Asian Diner	P.F. Chang's China Bistro, Inc. [PFCB]	80,872	115,306	118,910	120,195	1,285	1.1%	39,323	48.6%
Taco Bell	YUM! Brands, Inc. [YUM]	5,244,836	7,580,565	7,636,238	7,661,983	25,745	0.3%	2,417,147	46.1%
Jack in the Box	Jack in the Box Inc. [JACK]	340,739	473,814	481,664	487,533	5,869	1.2%	146,794	43.1%
Jamba Juice	Jamba, Inc. [JMBA]	816,848	1,134,155	1,145,888	1,154,183	8,295	0.7%	337,335	41.3%
Carl's Jr.	ex-CKE Restaurants [ex-CKR]	609,606	826,319	846,735	858,371	11,636	1.4%	248,765	40.8%
Starbucks	Starbucks Corporation [SBUX]	19,021,302	25,867,683	26,244,567	26,553,714	309,147	1.2%	7,532,412	39.6%
Papa John's Pizza	Papa John's International, Inc. [PZZA]	1,447,963	1,953,342	1,975,099	1,995,681	20,582	1.0%	547,718	37.8%
Chipotle	Chipotle Mexican Grill, Inc. [CMG]	1,130,292	1,520,083	1,534,244	1,544,829	10,585	0.7%	414,537	36.7%
Krispy Kreme Doughnuts	Krispy Kreme Doughnuts, Inc. [KKD]	2,804,485	3,742,569	3,789,205	3,800,745	11,540	0.3%	996,260	35.5%
The Capital Grille	Darden Restaurants, Inc. [DRI]	38,762	48,479	49,510	50,111	601	1.2%	11,349	29.3%
KFC	YUM! Brands, Inc. [YUM]	2,722,815	3,441,732	3,464,564	3,502,129	37,565	1.1%	779,314	28.6%