

SGB WEEKLY

ISSUE 1530
JULY 27, 2015

THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET

2015 RETAIL TOP

100

SGB Ranks the 100 Top U.S. Sporting Goods Retailers in 2014



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SGB 2015 RETAIL TOP

100

SGB Ranks the 100 Top U.S. Sporting Goods Retailers in 2014

If competition is healthy, then the sporting goods industry should face no problems thriving over the next few years.

With the rate of stores opening in 2014 again dwarfing those closing in 2014, retailers are finding themselves increasingly fighting it out on each other's turf. One of the most hotly contested sectors is the hunt & fish channel - with Cabela's, Gander Mountain, Sportsman's Warehouse and Dick's Sporting Goods, with its newish Field & Stream concept, all aggressively adding locations in different markets.

In the run specialty channel, Run Specialty Group, which is owned by The Finish Line, and Fleet Feet Sports, the franchisor, are leading the consolidation in the sector. But a number of other chains - including Fit2Run in Florida, Potomac River Running, as well as Pacers in Washington, D.C., Peak Performance in Nebraska and Iowa, and Marathon Sports in the Greater Boston area - are also cementing their positions as regional powerhouses.

Attacking the women's fitness trend, Lululemon and Athleta are still growing rapidly while also finding department stores and other mainstream retailers fire storming the athleisure opportunity.

On the acquisition front, BSN continues to snap up team dealer after team dealer while Lids made a number of steps toward its goal of consolidating the fan apparel space.

In the full-line space, many are watching the turf battle as Dick's Sporting Goods and Academy Sports & Outdoors increasingly find themselves in each other's markets. Other stores flaunting aggressive expansion plans include Zumiez, Big 5, Hibbett Sports, TJX Cos., Ross Stores, Nordstrom, Costco and Villa.

The growth has been slightly more rational, however, than in some years past, when many chains seemed simply addicted to expansion to please Wall Street. Among those closing more stores than opening over the last year were Foot Locker, Finish Line, The Sports Authority, Pacific Sunwear, JC Penney, Sears and Famous Footwear. And many regional full-line sporting goods chains are only opening a handful of stores a year. Most of those with aggressive expansion plans in 2014 are set to continue to add locations at a similar pace in 2015.

Among some other trends underlying industry expansion:

- › **Vendor/Retailer collaborations:** The seed was planted in early 2008 with the opening in Harlem of the first House of Hoops, a collaboration between Foot Locker and Nike, followed by scores of Nike Fieldhouse, Under Armour All-American and Blue Chip shops, permanent North Face shops inside Dick's Sporting Goods, as well as numerous other branded shops opening up in full-line sporting goods stores. Other Nike

in-store shop concepts have arrived inside Champs, Footaction and Kids Foot Locker; as have Finish Line's Track concepts. Adidas, Puma and other brands have followed suit with their own in-store shops. Lids and Finish Line have opened shops inside Macys'. Under Armour recently announced plans to open its first Armoury store-within-store shops inside Champs. Champs also last year opened an Eastbay Performance Zone in-store; the first time Eastbay has had a physical presence in a store.

- › **Smaller formats:** Walmart and Target have made waves over the last few years in opening smaller stores to reach metropolitan markets, but Dick's Sporting Goods, Cabela's, DSW and Shoe Carnival are also among those rolling out smaller formats to find new ways to expand.
- › **Vendor stores:** While Crocs and Reebok closed some doors over the last year, Nike, Adidas, Converse, Skechers, Under Armour and Vans all continued to aggressively expand their retail businesses. Many are experimenting with newer formats to better showcase the full breadth of their product and overall brand message.
- › **E-commerce:** In the U.S., most sales continue to take place in physical stores with estimates placing online sales at approximately six percent of overall retail sales (excluding gasoline and food services). But e-commerce sales continue to expand at a rapid pace and many sporting goods industry participants are benefiting. Smartphone purchasing is expected to lead to another growth spurt for online retail.
- › **Omni-channel:** Retail's buzzword du jour covers a lot of ground, including BOPIS (by online, pick up in-store), creating a single view of online and in-store inventory, tablet-touting in-store associates, mobile pay, and interactive fitting rooms. The overall push is to create a seamless shopping experience for the consumer across channels.

But no matter what you want to call it, the big unknown that retail watchers will continue to follow this year is how the digital and mobile world will revolutionize both the physical and online shopping experience. ■

Editor's Note: Figures reported in the SGB Retail Top 100 are for retail volume in the U.S. and come from a variety of sources inside and outside the respective companies. Some figures represent estimates. In certain instances, SGB chose to report market estimates over figures reported by the company itself, believing those estimates to be more accurate. Unless otherwise noted, figures include sales from brick & mortar, catalog and Internet operations and represent U.S. sales.



1. WALMART

In February 2015, Walmart surprised many retail watchers by announcing a \$1 billion investment in its U.S. hourly associates to provide higher wages, more training and increased opportunities to build a career at the discount giant. The hoped-for subsequent payoff will be improving the customer experience for its shoppers and buffering its reputation. As part of that investment, all entry-level associates now earn a minimum of \$9.00 per hour, and by February 2016, associates will earn at least \$10.00 per hour. Other initiatives at Walmart's U.S. division include strengthening its assortment, especially in fresh food offerings, speeding checkout, and driving the integration of e-commerce with its stores. The comp growth of 0.6 percent last year included more than 6 percent growth in its smaller Neighborhood Market format, which remains the focus for growth. The discount giant's activewear labels include And1, Russell, Fruit of the Loom, Hanes and Starter.

Total 2014 Sales: \$9.6 billion (U.S., Athletic only)

Total 2013 Sales: \$9.3 billion (U.S., Athletic only)

Comparable Store Sales Change: 0.6% (U.S., chainwide)

2014 Sales Online: n/a

2014 Number of Stores: 4,516 U.S. (3,407 Supercenters, 470 Discount, 639 Neighborhood Markets)

2014 Store Openings: 316 (Closed 3)

2014 Square Footage: 680.1 million (U.S.)

Employees: 1.2 million (U.S.)

Key Executives: Doug McMillon, President & CEO, WalMart Stores Inc.; Greg Foran, President & CEO, Walmart U.S.; Andy Barron, EVP, Softlines & General Merchandise, Walmart U.S.; Judith McKenna, COO, Walmart U.S.; Michael Moore, EVP, Supercenters – Walmart U.S.

Contact Information: 702 S.W. 8th Street, Bentonville, AK 72716; 800.925.6278; walmart.com

2. DICK'S SPORTING GOODS

Dick's Sporting Goods began 2014 on a weak note due to struggling golf and hunting categories but a more aggressive marketing stance and some merchandising tweaks helped the sporting goods giant close the year with a winning fourth quarter. In the first quarter omni-channel same-store sales increased 1.8 percent at the Dick's Sporting Goods chain, driven by a one percent increase in sales per transaction, and a 0.8 percent increase in traffic. Excluding hunt and golf, comps would have been ahead 3.8 percent. E-commerce saw 32 percent growth, expanding to 8.5 percent of sales compared to seven percent in the first quarter of 2014. The company's prototype Dick's Sporting Goods store is a single-level store of approximately 50,000 square feet. The chain also has a prototype two-level store of approximately 80,000 square feet and a smaller-market 35,000 to 40,000 square feet concept for smaller markets. The company sees the potential to reach approximately 1,100 Dick's Sporting Goods locations, including smaller market locations, across the U.S. In 2015, the company expects to open approximately 45 new Dick's Sporting Goods stores and relocate seven.

Total 2014 Sales: \$6.5 billion (Dick's Sporting Goods chain)

Total 2013 Sales: \$6.0 billion (Dick's Sporting Goods chain)

Comparable Store Sales Change: +3.1%

2014 Sales Online: \$600 million

2014 Number of Stores: 603

2014 Store Openings: 46 stores (Relocated 5, Closed 1)

2014 Square Footage: 31 million

Employees: 37,600 (12,000 full-time; 25,600 part-time, companywide)

Key Executives: Ed Stack, Chairman & CEO; André Hawaux, EVP, COO & CFO; Lee Belitsky, EVP Product Development & Planning; Michele B. Willoughby, EVP E-Commerce & Supply Chain



3. TARGET

Target is aiming to reinvent itself as a more nimble and innovative company while trying to reclaim its reputation as a cheap chic retailer under CEO Brian Cornell, who took the top job last year after a widespread data breach. Under Cornell, the company ended its money-losing expansion into Canada. It also has made other cost-cutting moves, including eliminating 1,700 positions in the U.S., with plans to eliminate \$2 billion in costs over the next two years and invest money into online operations and other endeavors. On the merchandise side, it's redoubling efforts to position itself as a category leader in style, baby, kids and wellness. The discounter is also testing and rolling out urban formats to serve consumers in rapidly growing, densely populated areas with its CityTarget and TargetExpress formats. Of the 15 new stores it expects to open in 2015, more than half are urban formats, including one CityTarget and eight TargetExpress locations.

Total 2014 Sales: \$4.3 billion (Athletic only)

Total 2013 Sales: \$4.2 billion (Athletic only)

Comparable Store Sales Change: +1.3%

2014 Sales Online: n/a

2014 Number of Stores: 1,790

2014 Store Openings: 16 (Closed 19)

2014 Square Footage: 240.0 million

Employees: 347,000

Key Executives: Brian Cornell, Chairman & CEO; Kathryn Tesija, EVP Merchandising & Supply Chain; Tina Tyler, EVP Stores; John Mulligan, EVP & CFO; Casey Carl, Chief Strategy & Innovation Officer; Jeffrey J. Jones II, EVP Marketing

Contact Information: 1000 Nicollet Mall, Minneapolis, MN, 55403; 612.304.6073; target.com

4. ACADEMY SPORTS + OUTDOORS

Academy Sports + Outdoors set a new record for store openings in 2014. The company opened 18 new stores including furthering its recent push into the Midwest with new stores in Indiana and

Kentucky. The company also went live with Oracle RMS and broke ground on a third distribution center in Cookeville, TN. At the beginning of 2015 it opened its first four stores in the Orlando, FL, market along with locations in Alabama, Arkansas, Kansas, Kentucky and Tennessee. In total, the company plans to open approximately 20 new stores this year. In June, Academy said it was planning for the succession of its president and CEO, Rodney Faldyn. Since Faldyn took over as CEO in 2011, the company has grown its store base to 198 stores from 133.

Total 2014 Sales: \$4.1 billion

Total 2013 Sales: \$3.9 billion

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 190

2014 Store Openings: 18

2014 Square Footage: 65,000 (Average)

Employees: 22,000+

Key Executives: Rodney Faldyn, CEO & President; Robert Frennea, EVP & Chief Merchant Officer; Ken Attaway, EVP & COO

Contact Information: 1800 N. Mason Road, Katy, TX 77449; 281.646.5200; academy.com

5. BASS PRO SHOPS

While known for its cavernous Bass Pro Shops Outdoor World stores, Bass Pro Group is a sprawling enterprise that includes the nation's largest manufacturer

of fishing boats, several fishing gear brands, restaurants, a museum and the Big Cedar Lodge resort in the Ozark Mountains. In April 2015, the company opened its largest store - the 535,000-square-foot Bass Pro Shops at the Pyramid - in Memphis' former basketball arena. Reports surfaced in September 2014 that Bass Pro Group CEO and Founder John Morris hired an investment bank to explore strategic alternatives for financing the company's expansion plans, which call for opening 21 new locations in the U.S. and Canada between 2015 and 2017. The company's wholly owned Tracker Marine Group, which manufactures and operates dealerships for Tracker, Nitro, Mako, Sun Tracker and Tahoe boats, has since gone on to acquire Fishing Holdings LLC, which manufactures Ranger, Stratos and Triton boats. Bass Pro has not commented on reports that it was negotiating as recently as April 2015 to sell a minority stake to buyout firm Leonard Green & Partners.

Total 2014 Sales: \$4.0 billion

Total 2013 Sales: \$3.7 billion

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 91 (74 Bass Pro, 17 Tracker Marine Centers)

2014 Store Openings: 6

2014 Square Footage: 10.1 million

Employees: 20,000+

Key Executives: Johnny Morris, Founder & CEO; Jim Hagale, President.

Contact Information: 2500 E. Kearney, Springfield, MO 65898; 417.873.5000; basspro.com

6.

SPORTS AUTHORITY

In 2014, Sports Authority continued to open new and relocated stores, remodel existing locations to improve the customer experience, and close some stores in poor locations. New and remodeled locations allocated more space to high-demand categories such as footwear, athletic apparel and team sports and added in-store shops from top brands including Nike, Under Armour, and The North Face. The company also celebrated the re-grand opening of several markets after extensive store remodeling work had been completed. These markets included Miami, San Francisco, New York/New Jersey, Seattle and Las Vegas. In September, Sports Authority announced the launch of a new yoga line, Bloom, available exclusively in Sports Authority stores and at sportsauthority.com. Other recent private label and exclusive launches include Prince tennis apparel, Champion GEAR active apparel, and the Aspire and Alpine Design (plus-size) yoga and the outdoors label for women.

Total 2014 Sales: \$3.4 billion

Total 2013 Sales: \$3.5 billion

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 470

2014 Store Openings: 24 (Remodeled 61)

2014 Square Footage: 19 million

Employees: 15,000+

Key Executives: Michael E. Foss, CEO; Stephen Binkley, EVP & Chief Merchandising Officer; Paul Gaudet, EVP, Store Operations; Jeremy Aguilar, EVP & CFO; Ron Stoupa, EVP & Chief Marketing Officer

Contact Information: 1050 W. Hampden Avenue, Englewood CO, 80110; 303.200.5050; sportsauthority.com



7.

CABELA'S

Cabela's continued to ride out a steep drop in firearms and ammunition sales in 2014 by rolling out its smaller-format stores and private label products. The company derived 47.1 percent of its merchandise sales from firearms and other hunting equipment, down from 51 percent in fiscal 2013. Another 29.6 percent came from general outdoor products, while the remaining 23.3 percent came from clothing and footwear. Private label sales rose from 25 to 26 percent of total sales. Cabela's plans to grow retail space 15 percent this year by opening 13 stores, mostly in suburban markets around second-tier cities like Charlotte, NC, Indianapolis, and Calgary, Alberta. A 600,000-square-foot warehouse and fulfillment center expected to open in Tooele, UT this summer could signal a more aggressive expansion in the Western U.S.

Total 2014 Sales: \$3.20 billion (merchandise sales only)

Total 2013 Sales: \$3.21 billion (merchandise sales only)

Comparable Stores Sales Change: -12.3 percent

2014 Sales Online: \$851.7 million (E-commerce and Catalog)

2014 Number of Stores: 64

2014 Store Openings: 14

2014 Square Footage: 6.91 million

Key Executives: James Cabela, Chairman; Thomas Millner, President & CEO; Ralph Castner, EVP & CFO; Michel Copeland, EVP & Chief Operations Officer; Brian Linneman, EVP & Chief Merchandising Officer; Scott Williams, EVP & Chief Marketing & E-commerce Officer

Contact Information: One Cabela Drive, Sidney, NE 69160; 308.254.5505; cabelas.com



Photo courtesy Cabela's

8. NIKE

Nike's direct-to-consumer (DTC) revenue grew 16 percent in North America in fiscal 2014 helped by a seven percent increase in comparable-store sales, store openings and strong online sales growth. The gains came on top of 15 percent DTC same-store growth in fiscal 2014. Basketball, men's training, running, and sportswear categories fueled Nike Brand's overall revenue growth in North America in fiscal 2014. While Nike continues to operate a handful of NikeTown's in New York, San Francisco, Seattle, Los Angeles and Chicago, its major focus is on expanding its Category Experience Stores that are smaller and focus on key categories, such as running. Globally, DTC revenues represented approximately 20 percent of total Nike Brand revenues compared to 18 percent in fiscal 2013. Online sales represented approximately 15 percent of its total Nike Brand DTC revenues worldwide for fiscal 2014, compared to 12 percent for fiscal 2013.

Total 2014 Sales: \$3.0 billion (North America, fiscal year ended May 31, 2014)

Total 2013 Sales: \$2.5 billion (North America, fiscal year ended May 31, 2013)

Comparable Store Sales Change: +6% (North America)

2014 Sales Online: \$450 million (North America)

2014 Number of Stores: 209 (176, Nike Brand Factory; 33, Nike Brand In-Line)

2014 Store Openings: 16

2014 Square Footage: n/a

Employees: n/a

Key Executives: Mark Parker, President & CEO, Nike Inc.; Trevor Edwards, President, Nike Brand; Christiana Shi, President, Direct-to-Consumer, Nike Inc.

Contact Information: One Bowerman Drive, Beaverton, OR 97005; 503.671.6453; nike.com

T-9. AMAZON

Amazon has become a primary retail channel for sporting goods not only on its own account, but also for brands and independent retailers. Amazon grew membership in Amazon Prime 50 percent and the number of third-party sellers using Fulfillment by Amazon (FBA) 65 percent. Seven of 10 FBA sellers, including dozens of independent sporting goods retailers, report their Amazon sales grew by at least 20 percent after joining FBA. Amazon continued to open new fulfillment centers that will enable it to offer same-day delivery services of groceries and other household staples in some urban markets. By the end of 2014, the company owned or leased 102.8 million square feet for its fulfillment and data centers, up nearly 90 percent from a year earlier.

Total 2014 Sales: \$2.2 billion (U.S. Outdoor/Athletic only - excludes Zappos)

Total 2013 Sales: \$2.1 billion (U.S., Outdoor/Athletic only - excludes Zappos)

Comparable Store Sales Change: 4.5%

2014 Sales Online: all

2014 Number of Stores: n/a

2014 Store Openings: n/a

2014 Square Footage: 102.8 million (dedicated to fulfillment and data centers)

Employees: 117,300 (U.S. only full- and part-time)

Key Executives: Jeff Bezos, Founder, Chairman of the Board, President & CEO; Jeffrey A. Wilke, SVP Consumer Business; Patrick Bigatel, Category Leader/Outdoor Sports; Natasha Chand, Director & Category Leaders/Sports

Contact Information: 1200 12th Avenue South, Suite 1200, Seattle, WA 98144; 206.266.1000; amazon.com



T-9.

RECREATIONAL EQUIPMENT INC. (REI)

REI reported its strongest sales growth in four years in 2014 as it shifted more attention to offering a combination of exclusive merchandise and experiences to distinguish itself from online and other big-box retailers increasingly distributing specialty outdoor brands. In Fall 2014, REI launched a collection of lightweight down jackets and vests under its new REI Co-op brand to cater to the growing number of its customers who neither need - nor want to pay for - gear designed for mountain and polar expeditions. It followed that up in June 2015 by launching Evrgrn, an in-house brand of furniture, sleeping bags and other gear aimed at an increasingly urban customer base more interested in car camping, overnight festivals or a rooftop picnic than thru-hiking the Pacific Crest Trail. In the fall, REI struck its first deal to become the exclusive U.S. distributor for German made Ghost bikes, marking the first such deal in the retail cooperative's history. In a move that will cement its role as the country's pre-eminent specialty outdoor brand, REI plans to double its philanthropic giving to nearly \$8 million in 2015. The sum includes the first tranche of a \$1.5 million grant to enhance mentoring programs for female leaders and entrepreneurs.

Total 2014 Sales: \$2.2 billion

Total 2013 Sales: \$ 2.0 billion

Comparable Store Sales Change: +4.2 percent (including Internet)

2014 Sales Online: n/a

2014 Number of Stores: 138

2014 Store Openings: 5

2014 Square Footage: n/a

Employees: 11,000

Key Executives: Jerry Stritzke, President & CEO; Eric Artz, EVP, COO, CFO & Treasurer; Tim Spangler, SVP Retail; Ben Steele, Chief Creative Officer; Susan Viscon, VP Merchandising

Contact Information: 6750 South 228th Street, Kent, WA 98032; 253.395.3780; rei.com

11.

FOOT LOCKER

The flagship Foot Locker banner, which celebrated its 40th anniversary in 2014, has benefited from a resurgence over the last few years of the basketball footwear category. It also continues to benefit from ongoing remodeling efforts, with some locations incorporating vendor in-store shops including House of Hoops from Nike, A Standard with Adidas and Puma Labs. About a third of the flagship Foot Locker banner is expected to be remodeled by the close of 2015. Its women's segment, including Lady Foot Locker and the new SIX:02 concept, in the first quarter marked its fourth consecutive quarter of same-store gains, helped by a greater emphasis on key apparel stories. SIX:02, a more apparel-focused concept in test mode over the last two years, will add another 20 doors this year. Among all banners, Kids Foot Locker continues to see the strongest growth with comps increasing double-digits last year and finding success with Nike's FlyZone in-store shops.

Total 2014 Sales: \$2 billion

Total 2013 Sales: \$2.0 billion

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 1585 (1,015 Foot Locker U.S., 213 Lady Foot Locker/SIX:02, 357 Kids Foot Locker).



Photo courtesy Foot Locker

2014 Store Openings: 47 (11 Foot Locker U.S., 8 Lady Foot Locker/SIX:02, 28 Kids Foot Locker); Closed 99 (40 Foot Locker U.S., 52 Lady Foot Locker, 7 Kids Foot Locker)

2014 Square Footage: 3.3 million

Employees: n/a

Key Executives: Richard Johnson, President & CEO; Foot Locker Inc.; Lauren Peters, CFO, Foot Locker Inc.; Stephen Jacobs, President & CEO, Foot Locker North America; Natalie M. Ellis, VP & General Manager, Lady Foot Locker/SIX:02

Contact Information: 112 W. 34th Street, New York, NY 10120; 212.720.3700; footlocker.com

12.

LULULEMON ATHLETICA

Lululemon Athletica's (Lululemon) total comparable sales, which includes store sales and direct to consumer, increased one percent in 2014 and three percent on a currency-neutral basis. Results picked up in the second of the year with combined comps ahead eight percent in the fourth quarter on a currency-neutral basis. Lululemon believes it's just starting to benefit from investments in product quality and supply chain. The opening of its new distribution center in Columbus, OH in 2014 has also helped improve guest experience through a reduction in its average transit times for online orders and will also benefit retail distribution to its corporate-owned stores in the U.S. With a goal set to accelerate international expansion in the year ahead, the company opened corporate-owned stores for the first time in the UK and Singapore and opened showrooms for the first time in China. In the men's category, in-store and online product assortment was expanded and its first standalone men's store was opened in NYC. In 2015, Lululemon expects to open 60 corporate-owned Lululemon stores, which includes up to eight new stores in Asia and Europe, and also 20 Iivva stores

Total 2014 Sales: \$1.80 billion

Total 2013 Sales: \$1.59 billion

Comparable Stores Sales Change: +1%

2014 Sales Online: \$321.2 million

2014 Number of Stores: 302 (280 Lululemon – 200 in the U.S., 46 in Canada, 26 in Australia, 5 in New Zealand; 2 in the UK, 1 in Singapore. 22 Iivva – 11 in the U.S., 11 in Canada.)

2014 Store Openings: 48 (40 in the U.S., 8 International)

2014 Square Footage: 891,000

Employees: 8,628 (4,949 in the U.S.)

Key Executives: Laurent Potdevin, CEO; Stuart Haselden, CFO; Delaney Schweitzer, EVP Retail Operations North America; Tara Poseley, Chief Product Officer; Scott Stump, EVP, Community & Brand

Contact Information: 1818 Cornwell Avenue, Vancouver, BC, Canada V6J 1C7; 604.732.6124; lululemon.com



13.

FINISH LINE

The Finish Line, Inc. faced a disappointing year with its flagship Finish Line brand in 2014 but saw improving trends in its fourth quarter as an inventory rebalancing started to pay off. Several product introductions scheduled over the next several quarters are expected to help drive better full price selling as the year progresses. One area that remains a bright spot is digital, with sales tripling since Finish Line, Inc. began its omnichannel push three years ago. In its partnership to operate Finish Line shops inside Macy's, the company last year completed the rollout of all shops, integrated its store inventory with Macys.com and delivered sales ahead of plan. Expanding kids will be a focus inside Macy's in 2015. Finish Line Inc. plans to open seven Finish Line stores, and remodel or reposition 65 to 80 Finish Line doors with additional brand shops such as Finish Line's Nike Track Club and Brand Jordan and other in-store models. Investments will also be made to support new warehouse management, order management, and Macy's merchandise systems; upgrade its digital platform and enhance customer data and analytics systems.

Total 2014 Sales: \$1.75 billion (fiscal year ended February 28, 2015, excludes Running Specialty Group)

Total 2013 Sales: \$1.62 billion (fiscal year ended February 28, 2014, excludes Running Specialty Group)

Comparable Store Sales Change: +3.2%

2014 Sales Online: \$256.2 million

2014 Number of Stores: 1,032 (637 Finish Line stores, 395 Macy's branded shops)

2014 Store Openings: 10 Finish Line stores; closed 18; opened 235 Macy's branded shops; closed 3

2014 Square Footage: 3.9 million

Employees: 12,300 (companywide)

Key Executives: Glenn Lyon, Chairman & CEO; Samuel Sato, President; Ed Wilhelm, EVP & CFO; Daniel Marous, EVP Supply Chain & Information Technology Officer; Melissa A. Greenwell, EVP & Chief Human Resources Officer; Imran Jooma, EVP & Chief Omnichannel Officer

Contact Information: 3308 N. Mitthoeffer Road, Indianapolis, IN 46235; 317.899.1022; finishline.com

14.

L.L.BEAN

L.L.Bean announced plans in March to increase the number of full-price stores it operates in the United States from 28 to 100 by 2020 after reporting sales increased 3.0 percent in 2014. The 103-year-old retailer plans to open four stores this year, including its first store in Ohio. It opened its first stores in Colorado and Minnesota in 2013. CEO Chris McCormick, who plans to retire in 2016, told employees in March that the company would accelerate store openings in 2016 after his successor is hired. L.L.Bean.com, which bumped Amazon.com from the top ranking in one customer-service survey last year, grew sales 7.0 percent in 2014. Sales of its iconic L.L.Bean boots, which continue to be made at its factories in Maine, approached 450,000 pairs.

Total 2014 Sales: \$1.61 billion

Total 2013 Sales: \$1.56 billion

Comparable Store Sales Change: n/a

2014 Sales Online: \$802 million

2014 Number of Stores: 102 (28 full price and 10 outlet in the U.S.; 21 in Japan; and 53 in China)

2014 Store Openings: 3

2014 Square Footage: n/a

Employees: 5,000 year round, 10,000 at peak

Key Executives: Shawn Gorman, Chairman; Leon Gorman, Chairman Emeritus; Chris McCormick, President & CEO; Tom Armstrong, SVP & Chief Merchandising Officer; Steve Fuller, SVP & Chief Marketing Officer; Mark Fasold, SVP & CFO

Contact Information: 15 Casco Street, Freeport, ME 04033; 207.865.4761; llbean.com



Iconic L.L.Bean Bean boots



Photo courtesy Gander Mountain

16.

GANDER MOUNTAIN

Gander Mountain, which also owns the Overton's direct mail catalog for boating enthusiasts, rolled out in-store fulfillment at all its stores in August 2014 amid one of the most aggressive brick & mortar expansions by a hook & bullet retailer. While the company continues to add locations in and around its home state of Minnesota, 16 of 23 stores it opened in 2014 were located in the South. In 2015 and 2016, the retailer will push into the Southwest. Of the 10 new locations it had opened or announced by mid-2015, four were in Texas and one was in Oklahoma. The company's new and remodeled stores, which average about 50,000 square feet, increasingly feature apparel and footwear from specialty outdoor and action sports brands, including Keen, Kuhl, Merrell, Mountain Hardwear, Patagonia, Reef, Saucony, Solomon and Quiksilver. Gander Mountain also operates six firearms training centers and shooting ranges across the country.

Total 2014 Sales: \$1.3 billion

Total 2013 Sales: \$1.2 billion

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 154

2014 Store Openings: 23

2014 Square Footage: 7.5 million

Employees: n/a

Key Executives: David Pratt, Chairman & CEO; Michael Owens, President; Derek Siddons, EVP and COO; Jay Tibbets, SVP Planning, Supply Chain & Hardlines Merchandising; Rachel Smith, SVP Merchandising, Apparel, Footwear, Camping & Product Development

Contact Information: 180 E. 5th Street, Suite 1300, St. Paul, MN 55101; 651.325.4300; overtons.com, threeforks.com and gandermountain.com



Kevin Mansell,
Chairman, CEO
and President,
Kohl's

15.

KOHL'S

In the first quarter of 2014, Kohl's introduced "The Greatness Agenda," a multi-year strategic framework built on five pillars: amazing product, incredible savings, easy experience, personalized connections and winning teams. Part of the program includes embracing a fitness message with its "Make Your Move" advertising campaign and expanding its active offerings, including expanding Nike selections as well as new and expanded brand launches from Bliss, Gaiam Yoga apparel, Champion, Puma and Columbia. In the first quarter, active categories saw a high-teen comp gain. Kevin Mansell, chairman, president & CEO said on Kohl's first-quarter conference call, "We're capturing the active and wellness market. Momentum in this category is strong and continues to grow even stronger."

the active and wellness market. Momentum in this category is strong and continues to grow even stronger."

Total 2014 Sales: \$1.5 billion (Athletic only)

Total 2013 Sales: \$1.47 billion (Athletic only)

Comparable Store Sales Change: -0.3% (companywide)

2014 Sales Online: n/a

2014 Number of Stores: 1,162

2014 Store Openings: 4

2014 Square Footage: 84 million

Employees: 137,000

Key Executives: Kevin Mansell, Chairman, President & CEO; Michelle Gass, Chief Merchandising & Customer Officer; Don Brennan, Chief Merchandising Officer; Wesley McDonald, CFO

Contact Information: N56 W17000 Ridgewood Drive, Menomonee Falls, WI 53051; 262.703.7000; kohls.com



Costco now carries its own signature brand under the Kirkland label. Photo courtesy Costco

17.

COSTCO

Costco said its members shopped its warehouses an average of four percent more often in its last fiscal year versus the prior year, driving a comparable sales increase of six percent globally, when excluding the negative impacts of gasoline price deflation and weaker foreign exchange rates. U.S. and Canadian members renewed at a 91 percent rate and worldwide its renewal rates topped 87 percent. About a quarter of Costco items change regularly, creating a "treasure hunt" atmosphere for shoppers. These items may include a range of game room, camping, golf, watersports and other big-ticket sports equipment items that Costco buyers secure hot deals on. It continues to add new brands to its mix and its private-label Kirkland Signature line – including athletic shoes – now represents a quarter of its global sales. In 2014, Costco opened its first stores in Louisiana (New Orleans) and South Dakota (Sioux Falls). In 2015, it plans to open 34 locations, including 20 in the U.S.

Total 2014 Sales: \$1.23 billion (U.S., Athletic only)

Total 2013 Sales: \$1.15 billion (U.S., Athletic only)

Comparable Store Sales Change: +6% (U.S.)

2014 Sales Online: n/a

2014 Number of Stores: 663 (468 U.S.)

2014 Store Openings: 29 (17 U.S.)

2014 Square Footage: 95.3 million (68.1 million U.S.)

Employees: 195,000 (138,000 U.S.)

Key Executives: Craig Jelinek, President & CEO; Richard Galanti, EVP & CFO; Douglas Schutt, EVP & COO Merchandising; John McKay, EVP & COO Northern Division; Dennis Zook, EVP & COO Southwest & Mexico Divisions; Joseph Portera, EVP & COO Eastern & Canadian Divisions

Contact Information: 999 Lake Drive, Issaquah, WA 98027; 425.313.8100; costco.com



Photo courtesy Champs Sports

18.

CHAMPS SPORTS

Champs Sports was up mid-single-digits on a comp basis in the fourth quarter as gains in footwear were offset by declines in apparel. The apparel side, which accounts for a bigger portion of its business than its parent Foot Locker Inc.'s other banners, was hurt by weakness in some lifestyle and licensing programs. This past June, Champs Sports opened an Eastbay Performance Zone, the first time Eastbay has had a physical presence in store. It continues to find success with Nike Yardline American football in-store concepts. Champs Sports stores have an average of 3,500 selling square feet.

Total 2014 Sales: \$1.2 billion

Total 2013 Sales: \$1.2 billion

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 547

2014 Store Openings: 11 (Closed 6)

2014 Square Footage: 1.9 million

Employees: 11,000

Key Executives: Richard Johnson, President & CEO; Foot Locker Inc.; Lauren Peters, CFO, Foot Locker Inc.; Bryon Milburn, President & CEO, Champs Sports

Contact Information: 112 W. 34th Street, New York, NY 10120; 212.720.3700; champssports.com

TOP 10

FULL-LINE SPORTING GOODS STORES

1. Dick's Sporting Goods
2. Academy Sports & Outdoors
3. The Sports Authority
4. Big 5 Sporting Goods
5. Hibbett Sports
6. Modell's Sporting Goods
7. Dunham's Sports
8. Sport Chalet
9. Olympia Sports
10. MC Sports

19.

JOURNEYS

Journeys' eight percent comp increase in 2014 includes a seven percent increase in same-store sales at its physical stores and a 30 percent increase in comparable direct sales. Journeys comps grew five percent in its first quarter, reflecting continued strength in casual footwear plus newness on the fashion athletic side. Also supporting Journey's performance were several newer initiatives, including an increased investment in catalogs and digital marketing that helped drive traffic; as well as adjustments to store staffing to take better advantage of peak shopping hours. Journeys' plans to open approximately 36 net new stores in 2015.

Total 2014 Sales: \$1.18 billion (Americas)

Total 2013 Sales: \$1.08 billion (Americas)

Comparable Store Sales Change: +8%

2014 Sales Online: n/a

2014 Number of Stores: 1,182 (834 Journeys, 189 Journeys Kidz, 49 Shi by Journeys, 110 Underground by Journeys)

2014 Store Openings: 14

2014 Square Footage: 2.2 million

Employees: 11,000

Key Executives: James Estepa, SVP Genesco Inc. and President & CEO, Genesco Retail Group; Robert Dennis, President & CEO, Genesco Inc.

Contact Information: 1415 Murfreesboro Road, Nashville, TN 37217; 615.367.7000; journeys.com

20.

MARMAXX (T.J. MAXX/MARSHALLS)

Marmaxx, owned by TJX Cos., sees the long-term potential to grow its store base by more than 40 percent to about 3,000 stores, with significant white space remaining for both T.J. Maxx and Marshalls across the U.S., including in both rural and urban locations. The same-stores gain in 2014 came on top of a three percent increase in 2013. Soft goods, jewelry and accessories and activewear were well above the average gain last year. Marmaxx expects to drive traffic in 2015 through a multi-layered advertising approach, its successful loyalty program, the remodeling of 225 stores, and the introduction of a new Marshalls' prototype. In the current year, Marmaxx expects to open approximately 70 new locations (net of closings) and increase selling square footage by approximately three percent.

Total 2014 Sales: \$1.1 billion (Athletic only)

Total 2013 Sales: \$1.05 billion (Athletic only)

Comparable Store Sales Change: +1%

2014 Sales Online: n/a

2014 Number of Stores: 2,094 (1,119 T.J. Maxx; 975 Marshalls)

2014 Store Openings: 73 (40 T.J. Maxx; 33 Marshalls)

2014 Square Footage: 49.2 million

Employees: 198,000 (TJX Cos.)

Key Executives: Carol Meyrowitz, CEO; Ernie Herrman, President; Richard Sherr, Senior EVP & Group President The Marmaxx Group; Scott Goldenberg, Senior EVP & CFO

Contact Information: 770 Cochituate Road, Framingham, MA 01701; 508.390.1000; tjx.com, tjmaxx.com, marshalls.com



Photo courtesy Journeys



Photo courtesy Marmaxx

21. FANATICS

Since joining the company as CEO in April 2014, Doug Mack has put a major emphasis on data and technology. He built out his executive team with this focus in mind, bringing in several industry veterans, including Chris Orton, chief marketing and revenue officer; Matt Madrigal, chief technology and product officer; and Lonnie Phillips, SVP, operations. They came from Orbitz, William-Sonoma and Amazon, respectively. In addition, the company has continued to expand existing relationships and create new ones with key partners, including the New York Jets and Detroit Lions as well as a 10-year partnership with NASCAR to manage all at-track merchandise. Heavy investments have also been made in mobile and in growing its regional distribution system to ensure quick delivery of merchandise to fans across the country. Fanatics is the creation of former GSI Commerce founder and CEO, Michael Rubin. The result of combining Jacksonville-based Fanatics with GSI's former online licensed sports merchandise business and Dreams Inc. has made Fanatics one of the world's largest retailers of officially licensed sports merchandise.



Doug Mac, CEO, Fanatics

Total 2014 Sales: \$1 billion

Total 2013 Sales: \$800 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: n/a

2014 Store Openings: n/a

2014 Square Footage: +1.5 million square feet of distribution/warehouse space

Employees: +3,000 (full-time, part-time and seasonal)

Key Executives: Michael Rubin, Executive Chairman; Doug Mack, CEO; Thomas Baumlín, CFO; Chris Orton, Chief Marketing & Revenue Officer; Matt Madrigal, Chief Technology & Product Officer; Jack Boyle, President, Merchandising; Raphael Peck, President, Fanatics Apparel; Lonnie Phillips, SVP Operations

Contact Information: 5245 Commonwealth Avenue, Jacksonville, FL 32254; 877.833.7397; fanatics.com, fansedge.com, fanaticsaauthentic.com

22. MACY'S

Macy's, marking its fifth consecutive year of comparable sales growth in 2014, continues to benefit from the successful execution of its My Macy's localization, Omni-channel and Magic Selling strategies. The My Macy's localization program, now in its sixth year, is devoting more attention to enhancing assortments and sales performance by climate zone, as well as getting more granular on serving ethnic and multicultural customers. On the omni-channel front, buy online pickup in-store (BOPIS) was rolled out to all Macy's and Bloomingdale's locations nationwide in 2014, and same-day delivery was tested in eight markets during the holiday season. Around Magic Selling, associates have gained access to mobile point-of-sale devices, kiosks



and tablets to better and more quickly understand customer needs. Finish Line operates 395 leased athletic footwear departments while Lids operates 165 leased fan apparel departments inside Macy's. Both departments are designed to complement Macy's healthy activewear departments led by brands such as Nike, Under Armour, Adidas, The North Face, Greg Norman, Izod, Helly Hansen and Ralph Lauren. In 2015, it intends to open a new Macy's store in Ponce, Puerto Rico, and a new Bloomingdale's store in Honolulu, HI. Macy's also announced plans to open its first off-price concept store called Macy's Backstage, with a pilot of four stores opening this fall in metro New York in Brooklyn, Queens and Long Island.

Total 2014 Sales: \$990 million (Athletic only)

Total 2013 Sales: \$980 million (Athletic only)

Comparable Store Sales Change: +0.7%

2014 Sales Online: n/a

2014 Number of Stores: 823

2014 Store Openings: 5 (Closed 22)

2014 Square Footage: 147.4 million

Employees: 166,900

Key Executives: Terry Lundgren, Chairman & CEO; Jeffrey Gennette, President; Peter Sachse, Chief Innovation & Business Development Officer; Timothy Baxter, Chief Merchandising Officer; Jeffrey Kantor, Chief Stores Officer; Tony Spring, Chairman & CEO, Bloomingdale's

Contact Information: 7 W. 7th Street, Cincinnati, OH 45202; 513.579.7000; macysinc.com, bloomingdales.com, macys.com.

OUTDOORS REGIONAL SPECIALISTS

The SGB Top 100 includes a large number of chains specializing in camp, hike, paddle, cycling, ski and other active outdoor pursuits. The biggies include REI, L.L.Bean, Backcountry.com, Orvis, Sierra Trading Post, Vail Resorts Retail, EMS, Sun & Ski, Performance Bicycle and Christy Sports. While all the outdoor categories continue to be nurtured by a host single-shop mom & pop operators across the country, a number of locals have expanded well beyond one location and in many cases stand out as regional powerhouses.

Here, a few of the multiple-store operators in the outdoor space:

- › Adventure 16 (4 locations in CA)
- › Alabama Outdoors (7 locations in AL)
- › Alpine Shop (4 locations in MO, IL)
- › American Cycle & Fitness (6 locations in MI)
- › Backwoods (8 locations in TX, NE, KS, OK)
- › Bicycle Habitat (4 locations in NYC)
- › Bicycle Outfitters (3 locations in VA)
- › Bike Line (15 locations in DE, PA)
- › Blue Ridge Mountain Sports (7 locations in NJ, TN, VA)
- › Cadillac Mountain Sports (3 locations in ME)
- › Danny's Cycles (12 locations in NY, CT)
- › Denali/Trailblazer (5 locations in CT)
- › Half-Moon Outfitters (9 locations in SC, GA)
- › Hudson Trail Outfitters (4 locations in VA, DC, MD)
- › Jans Mountain Outfitter (7 locations in UT)
- › Jax Bicycle Center (8 locations in CA)
- › Jax Mercantile Co. (7 locations in CO)
- › Landry's Bicycles (7 locations in MA)
- › Massey's Outfitters (5 locations in LA)
- › Mast General Store (8 locations in NC, SC)
- › Moosejaw Mountaineering (10 locations in KS, MI, IL CO, MO)
- › Mountain High Outfitters (8 locations in AL, TN)
- › Nantahala Outdoor Center (3 locations in NC, TN)
- › Penn Cycle & Fitness (7 locations in MN)
- › Peter Glenn Ski & Sports (10 locations in FL, GA and VA)
- › Quest Outdoors (3 locations in KY)
- › Race Pace Bicycles (3 locations in MD)
- › Ramsey Outdoor (2 locations in NJ)
- › Sports Basement (7 locations in CA)
- › Summit Sports (3 locations in MI)
- › Uncle Dan's (3 locations in IL)
- › Whole Earth Provision (9 locations in TX)



Photo courtesy Big 5 Sporting Goods

23.

BIG 5 SPORTING GOODS

The leading sporting goods retailer in the Western U.S. saw its first same-store decline last year since 2011, hurt by warm weather this past holiday season and weak firearms sales. Sales recovered in the first quarter of 2015. Big 5 believes it benefits from its competitive prices on leading brands complemented with exclusive product make-ups, private labels and opportunistic buys. It also believes its 11,000 average square-foot store format differentiates it from superstores that typically average more than 35,000 square feet, require larger target markets, are more expensive to operate, and require higher net sales per store for profitability. In the fourth quarter, Big 5 launched its first e-commerce platform. It plans to open 10 new stores in 2015. Hardgoods accounted for 53.2 percent of sales in 2014, followed by footwear, 28.2 percent, and apparel, 18.6 percent.

Total 2014 Sales: \$978 million

Total 2013 Sales: \$993 million

Comparable Store Sales Change: -2.9%

2014 Sales Online: n/a

2014 Number of Stores: 439

2014 Store Openings: 16 (Closed 2)

2014 Square Footage: 4.8 million (11,000 on average)

Employees: 9,000

Founded: 1955

Key Executives: Steven G Miller, Chairman, CEO & President;

Barry Emerson, SVP & CFO; Boyd Clark, SVP Buying; Richard Johnson, EVP

Contact Information: 2525 E. El Segundo Blvd., El Segundo, CA 90245; 310.536.0611; big5sportinggoods.com

24.

UNDER ARMOUR

North America's direct-to-consumer sales grew 31.5 percent in 2014, driven by a 17 percent increase in square footage at its Factory House stores, including a seven percent increase in new stores since 2013, along with continued growth in its e-commerce business. Factory House growth benefited from remodels to bigger locations and the increased assortment of footwear. The full-price Brand House side benefited from the November 2013 opening of a location at Tysons Corner in Baltimore and an April 2014 opening of the SoHo district in Manhattan. In the first quarter Under Armour's largest Brand House (30,000 square feet) opened on Michigan Avenue in Chicago. The store includes a showcase of its Connected Fitness initiatives.

Total 2014 Sales: \$921 million (North America)

Total 2013 Sales: \$700 million (North America)

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 130 (125 Factory House, 5 Brand House)

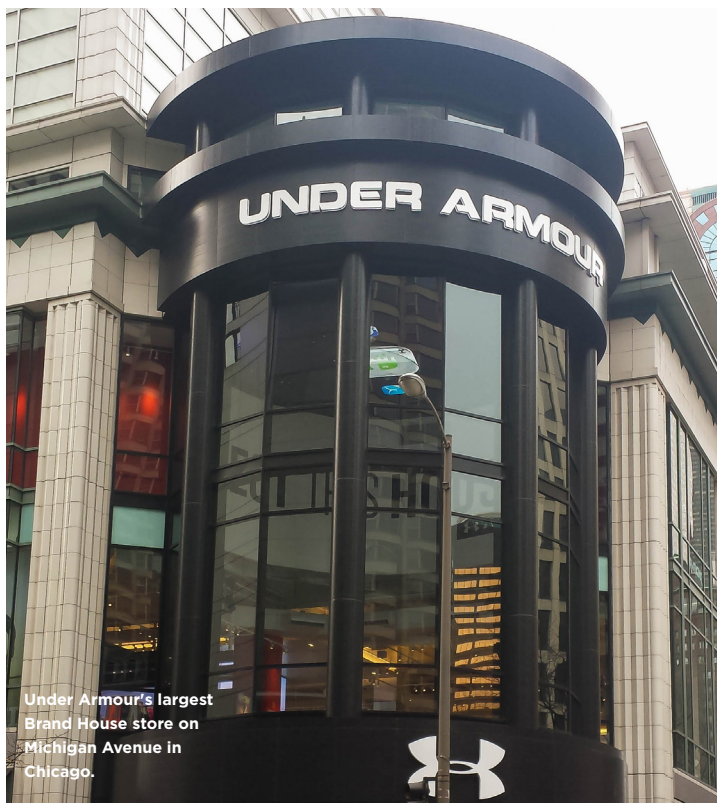
2014 Store Openings: 1 Brand House, 8 Factory House

2014 Square Footage: 670,000

Employees: 10,700 (companywide)

Key Executives: Kevin Plank, CEO & Chairman; Kip Fulks, President Footwear & Innovation; Brad Dickerson, CFO; Matt Mirchin, EVP Global Marketing; Henry Stafford, President, North America; Susie McCabe, SVP Global Retail

Contact Information: 1020 Hull Street, Baltimore, MD 21230; 888.427.6687; ua.com



Under Armour's largest Brand House store on Michigan Avenue in Chicago.

25.

EDDIE BAUER

Since being acquired by Golden Gate Capital, Eddie Bauer has re-emphasized its heritage as an outdoor outfitter. In 2009, Eddie Bauer introduced its First Ascent line of mountaineering gear, marking the company's return to expedition outfitting and the development of cutting edge, technical performance outerwear. It also served as the debut for their revolutionary "Guide Built" platform. First Ascent mountaineering and ski products, as well as all Eddie Bauer's Sport Shop hunting and fishing equipment, introduced in 2012, are built in direct collaboration with their team of professional guides. No product goes to market without the guide team's approval. Over the past two years Eddie Bauer has also launched an exclusive footwear collection and expanded its lineup to include products built for adventure travel and outdoor training. This fall, a limited-edition menswear capsule collection in partnership with renowned celebrity stylist Ilaria Urbinati that fuses modern style and fit with the brand's iconic heritage will debut.

Total 2014 Sales: \$915 million

Total 2013 Sales: \$890 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 333 (U.S. & Canada)

2014 Store Openings: 20

2014 Square Footage: n/a

Employees: 8,500

Key Executives: Mike Egeck, President & CEO; Dan Templin, COO & CFO;

Damien Huang, SVP Product Design

Contact Information: 10401 NE 8th Street, Suite 500, Bellevue, WA 98004; 425.755.8100; eddiebauer.com



Eddie Bauer guide Peter Whittaker, Photo courtesy Eddie Bauer



Hibbett Sports Chardon Store



Photo courtesy Lids

26.

HIBBETT SPORTS

In April, Hibbett opened its 1,000th store. Most are approximately 5,000 square feet and located in small and mid-sized markets predominantly in the South, Southwest, Mid-Atlantic and the Midwest. Approximately 80 percent of its locations are in strip centers, which are frequently influenced by a WalMart store. The company believes that while some of its markets are becoming viable for larger sporting goods stores, Hibbett differentiates through greater convenience, excellent customer service, and its unique product offering with premium brand such as Nike, Under Armour and Adidas. At the store level, Hibbett believes it is benefiting from the rollout of a new labor management system and its new wholesale and logistics facility. A new point-of-sale system is being implemented in 2015 that will provide real-time inventory visibility across the chain. Hibbett is in the first phase of developing e-commerce. In 2015, it plans to open 80 to 85 stores, expand 10 to 15 more-profitable ones, and close 15 to 20 underperforming stores.

Total 2014 Sales: \$913 million

Total 2013 Sales: \$852 million

Comparable Store Sales Change: +2.9%

2014 Sales Online: n/a

2014 Number of Stores: 988

2014 Store Openings: 80 (Closed 19, Expanded 9)

2014 Square Footage: 5.6 million

Employees: 8,700

Key Executives: Jeff Rosenthal, President & CEO; Scott Bowman, SVP & CFO; Jared Briskin, SVP & Chief Merchant; Cathy Pryor, SVP Operations

Contact Information: 451 Industrial Lane, Birmingham, AL 35211; 205.942.4292; hibbett.com

27.

LIDS

The 231 stores opened in 2014 include 56 acquired stores and 165 Locker Room by Lids leased departments in Macy's department stores. Its flagship Lids concept store averages 875 square feet, its Lids Locker Room and Lids Clubhouse store concepts average 2,750 square feet, and the Locker Room by Lids leased departments average 650 square feet. Lids has been hurt recently by the downtrend in snapback styles, overall promotional activity in the fan apparel space, declines in enclosed mall traffic, and the underperformance of some of its newer Lids by Locker Room and leased Macy's in-store shops. Lids' plans to open 17 net new stores in 2015. A bright spot has been Lids direct segment, with sales ahead 14 percent on a comparable-store basis in 2014.

Total 2014 Sales: \$903 million

Total 2013 Sales: \$822 million

Comparable Store Sales Change: 2.0%

2014 Sales Online: n/a

2014 Number of Stores: 1,164 (932 Lids, 242 Lids Locker Room and Clubhouse, and 190 Locker Room by Lids leased departments inside Macy's)

2014 Store Openings: 231

2014 Square Footage: 1.6 million

Employees: 8,500

Key Executives: Ken Kocher, President, Lids Sports Group; Robert Dennis, President & CEO, Genesco

Contact Information: 1415 Murfreesboro Road, Nashville, TN 37217; 615.367.7000; lids.com

28.

J.C. PENNEY

J.C. Penney comps recovered in 2014 to show a gain of 4.4 percent, following declines of 7.4 percent in 2013 and 25.1 percent in 2012. Under the direction of Mike Ullman, Penney reversed many of the moves put in place by its former CEO Ron Johnson, to reinvent the department store mode. Johnson's moves included eschewing discounts in favor of everyday low prices. The new team has identified three major growth opportunities: strengthening and revitalizing its women's shoes, handbags, fashion jewelry, intimate apparel and accessories departments; restoring its home department; and investing in omni-channel to reach the emerging digital shopper. A focus on its private label brands including Worthington, St. John's Bay, Liz Claiborne and Arizona is expected to expand market share in women's, men's and kids. In October 2014, J.C. Penney appointed Marvin Ellison formerly EVP of stores at Home Depot, as president and CEO-designee. Ellison will succeed Ullman as CEO on August 1, 2015.

Total 2014 Sales: \$890 million (Athletic only)

Total 2013 Sales: \$860 million (Athletic only)

Comparable Store Sales Change: 4.4%

2014 Sales Online: n/a

2014 Number of Stores: 1,062

2014 Store Openings: 1 (Closed 33)

2014 Square Footage: 107.9 million

Employees: 114,000

Key Executives: Mike Ullman, CEO; Marvin Ellison, President & CEO-Designee; Tony Bartlett, EVP, JCPenney Stores; Liz Sweney, EVP & Chief Merchant; Jodie Johnson, SVP & GMM, Footwear, Handbags & Intimate Apparel; John Tighe, SVP & GMM, Men's Apparel; Siiri Dougherty SVP & GMM, Women's Apparel & JCP Salon

Contact Information: 6501 Legacy Drive, Plano, TX 75024; 972.431.1000; jcpenny.com



Marvin Ellison will take over the CEO post from Mike Ullman on August 1, 2015 at J.C. Penney

29.

GOLFSMITH INTERNATIONAL

In August 2014, Jerry Cook was named interim CEO of Golfsmith International, established with the 2012 merger of Golfsmith and Golf Town. Cook was formerly COO of Hot Topic. Cook replaced Sue Gove, who quietly left the retailer. Many of the stores have club fitting studios with simulators that enable customers to test drive the latest clubs and see ball flight statistics with the same launch monitor technology used to fit tour pros. Other interactive features include an indoor putting green, a technology bar with GPS units and other high-tech gadgets, and GolfTec improvement center with PGA teaching professionals and certified master club fitters. Last year marked the opening of the first Golfsmith location in Las Vegas with a 23,000-square-foot store.

Total 2014 Sales: \$850 million (North America)

Total 2013 Sales: \$830 million (North America)

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 168

2014 Store Openings: 8

2014 Square Footage: 9,000 to 60,000 square feet (Average 21,000 square feet)

Employees: 3,600+

Key Executives: Jerry Cook, Interim CEO; Joe Kester; EVP Retail Operations; Eli Getson, EVP & GMM; Lisa Zoellner, Chief Marketing Officer

Contact Information: 11000 North IH-35, Austin, TX 78753; 512.837.8810; golfsmith.com, golftown.com



30.

PACIFIC SUNWEAR

The fourth quarter marked Pacific Sunwear's 12th straight quarter of positive comparable store sales (increasing six percent in the quarter). Additionally, the teen retailer continued to increase gross margins by reducing markdowns and improving its inventory position. Since 2011, gross margins have increased by 500 basis points. Management believes it's benefiting by bringing in emerging brands such as The Hundreds, Diamond Supply Co. and Been Trill; cultivating a relationship with its heritage brands; and promoting the California lifestyle through its Golden State of Mind brand positioning. The closing of nearly 400 doors since 2007 has also helped profitability. PacSun anticipates closing an additional 10 to 20 stores in 2015.

Total 2014 Sales: \$827 million

Total 2013 Sales: \$798 million

Comparable Store Sales Change: +3.0%

2014 Sales Online: \$58 million

2014 Number of Stores: 605

2014 Store Openings: 5 (Closed 18)

2014 Square Footage: 2.4 million

Employees: 8,777 (6,708 part-time)

Key Executives: Gary Schoenfield, President & CEO; Michael Kaplan, SVP & CFO; Alfred Chang, SVP Men's Merchandising; Jonathan Brewer, SVP Product Development & Supply Chain; Amber Tarshis, SVP & Chief Marketing Officer

Contact Information: 3450 E. Miraloma Avenue, Anaheim, CA 92806; 714.414.4000; pacificsunwear.com



31. ZUMIEZ

Like many mall-based retailers aimed at teens, Zumiez struggled in the early part of 2014 but bounced back later in the year with fourth-quarter same-store sales jumping 8.3 percent. The retailer focuses on the action sports lifestyle centered on activities including skateboarding, surfing, snowboarding, BMX and motocross. It believes it stands out for its, “distinctive brand offering and diverse product selection, as well as the unique customer experience our sales associates provide.” During the last three years, Zumiez opened or acquired 174 new stores consisting of 56 stores in 2014, 59 in 2013, and 59 as well in 2012. For 2015, it plans to open 57 stores.

Total 2014 Sales: \$811.6 million

Total 2013 Sales: \$724.3 million

2014 Comparable Store Sales Change: +4.6%

2014 Sales Online: n/a

2014 Number of Stores: 603 (585 Zumiez, 18 Blue Tomato)

2014 Store Openings: 56 (Closed 4)

2014 Square Footage: 1.8 million (2,936 average)

Employees: 6,500 (2,100 full-time, 4,400 part-time)

Key Executives: Richard Brooks, CEO; Chris Work, CFO; Troy Brown, EVP E-Commerce & Omni-Channel

Contact Information: 4001 2014th St., Lynwood, WA 98036; 425.551.1500; zumiez.com



32. SAM'S CLUB

Sam's Club's membership income in 2014 grew 10.3 percent, driving operating income growth, without fuel, of two percent to \$1.9 billion. Comp sales, excluding fuel, were up 0.6 percent. Like its sister Walmart chain, Sam's Club is increasing hourly wages and making additional investments in training to improve customer service on selling floors. It also last year introduced a new cash-back credit card and expanded more services, including travel savings, to its members. On the merchandise front, it's expanding its healthy offerings, including organics, active wear and nutrition bars to support its members' increasingly active lifestyles. In 2015, Sam's Club plans to open 9 to 12 new and relocated clubs, and to remodel at least 55 clubs, while investing in innovation at samsclub.com.

Total 2014 Sales: \$770 million (Athletic only)

Total 2013 Sales: \$760 million (Athletic only)

Comparable Store Sales Change: +0.0%

2014 Sales Online: n/a

2014 Number of Stores: 647

2014 Store Openings: 16 (Closed 1)

2014 Square Footage: 86.5 million

Employees: 170,000 (U.S.)

Key Executives: Rosalind Brewer, EVP, President & CEO; Michael Dastugue, EVP & CFO; Don Frieson, EVP Operations; Charles Redfield, EVP Merchandising

Contact Information: 2101 S.E. Simple Savings Drive, Bentonville, AR 72716; 479.277.7000; samsclub.com



33. NORDSTROM

Nordstrom marked a key milestone last year in opening its first international store in Calgary, Alberta, CN, in 2014 with a second opening in Vancouver in March. It also opened full-line locations in the U.S. in Woodlands, TX, and Jacksonville, FL, with all four stores featuring a new modern design. By business, its luxury full-line stores saw a 0.5 percent dip in same-store sales last year while Nordstrom.com grew 23.1 percent and Nordstrom Rack advanced 3.8 percent. Nordstrom.com has been helped by expanding its selection by three times from 2011 as well as from growing customer adoption of mobile shopping. For 2015, the company plans to open 27 Nordstrom Rack stores, three additional Nordstrom full-line stores in the U.S. and another full-line store in Canada during 2015.

Total 2014 Sales: \$730 million (Athletic only)

Total 2013 Sales: \$705 million (Athletic only)

Comparable Store Sales Change: +4.0% (companywide)

2014 Sales Online: n/a

2014 Number of Stores: 292 (116 Nordstrom Full-Line; 167 Nordstrom Rack; 5 Trunk Club showrooms; 2 Jeffrey; 1 Last Chance, 1 Nordstrom Canada Full-Line)

2014 Store Openings: 2 Nordstrom Full-Line, 29 Nordstrom Rack (Closed 3 Nordstrom Full-Line)

2014 Square Footage: 27.1 million

Employees: 67,000

Key Executives: Blake Nordstrom, President; Michael Koppel, EVP & CFO; Peter Nordstrom, EVP & President, Merchandising; Erik Nordstrom, EVP & President, Nordstrom.com; Teri Bariquit, EVP, Nordstrom Merchandising Group; Scott Meden, EVP & GMM, Shoe Division; David Witman, EVP & GMM, Men's Apparel; Tricia Smith, EVP & GMM, Women's & Kids Apparel; Geevy Thomas, EVP & President, Nordstrom Rack

Contact Information: 1617 Sixth Avenue, Seattle, WA 98101; 206.628.2111; nordstrom.com



Photo courtesy Modell's

34.

MODELL'S SPORTING GOODS

Showcasing its position as the place-to-go for fan gear in the Tri-State area, Modell's in February 2015 opened a 2,400-square-foot 'Modell's Experience' heated pop-up tent at Penn Plaza in NYC during the NBA All Star Weekend. The location, behind its 34th & 7th Street store, hosted several meet and greets with NBA players, but it also featured two 20-foot inflatable East and West NBA All-Star balloons and a Spalding basketball game for fans to win prizes. Openings last year included locations in Capitol Heights, MD; Shirley, Long Island; and Penn Plaza at 34th St & 7th Avenue. Openings in 2015 include North Bergen and Clark, NJ, and Long Island City. The family-owned chain celebrated its 125th year in business in 2014.

Total 2014 Sales: \$700 million

Total 2013 Sales: \$700 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 152

2014 Store Openings: 3

2014 Square Footage: 10,000 to 30,000 (Average)

Employees: 3,900

Key Executives: Mitchell Modell, President & CEO; Charles Castaneda, EVP & Chief Merchandising Officer; Eric Spiel, EVP & CFO; Doug Epstein, SVP Real Estate & General Counsel; Mark Oliver, SVP Human Resources; Cary Deleo, SVP Construction; David Strobel, SVP Chief Information Officer; Jim Argerakis, SVP Store Operations; Tami Mohney, SVP Customer Monetization

Contact Information: 498 7th Avenue, 20th Floor, New York, NY 10018; 212.822.1000; modell's.com

35.

WEST MARINE

West Marine made uneven progress toward its 15/50 strategic plan, which calls for growing online sales to 15 percent of revenues and sales from new or remodeled stores to 50 percent by 2019. The store remodeling program aims to turn West Marine from the country's largest retailer of boating products to its largest "waterlife outfitter" by expanding stores to accommodate a larger selection of soft goods, fishing, paddle sports and accessories. Sales of those expansion categories grew 14.1 percent to 18.7 percent of sales in 2014, up from 16.5 percent in 2013, while sales of core boating products declined by 1.7 percent to 81.3 percent of sales. In 2014, the company opened two flagship and five large format stores and closed 15 stores.



Photo courtesy West Marine

Online sales growth slowed to just 1.4 percent from the 15.7 percent pace a year earlier due to disruptions incurred rolling out a new e-commerce site. In 2015 the company began closing its 10 stores in Canada in a bid to shift resources toward growing its omni-channel business in the U.S. where it already offers in-store pickup on online orders and plans to begin offering store-to-store shipping services this year.

Total 2014 Sales: \$675.8 million

Total 2013 Sales: \$663.2 million

Comparable Store Sales Change: 1.2% (including online, catalog and wholesale sales)

2014 Sales Online: \$52 million

2014 Number of Stores: 279

2014 Store Openings: 7

2014 Square Footage: 2.67 million

Key Executives: Matt Hyde, President & CEO; Tom Moran, CFO; Barry Kelley, EVP Stores & Wholesale; Larry Smith, SVP Planning & Replenishment; Bob Buckborough, VP E-Commerce;

Contact Information: 500 Westridge Drive, Watsonville, CA 95076; 831.728.2700; portsupply.com, westmarine.com



Photo courtesy Famous Footwear

36.

FAMOUS FOOTWEAR

Famous Footwear marked its third consecutive year of record sales and adjusted operating profit in 2014. It expects to open 50 stores this year and close the same amount. Beyond real estate optimization, Famous Footwear said it is benefiting from efforts to enhance product assortment planning to help build margin and turnover, the targeting of new millennial families, and an increased emphasis on digital outreach. Gaining omni-channel efficiencies also remains a priority. Famous' target consumers are "women who buy brand-name fashionable shoes at a value for themselves and their families." The average retail price at the chain is approximately \$40 for footwear with retail price points typically ranging from \$25 for shoes up to \$335 for boots. It's part of Caleres Inc., formerly Brown Shoe Co.

Total 2014 Sales: \$667 million

Total 2013 Sales: \$667 million

Comparable Store Sales Change: +1.5%

2014 Sales Online: n/a

2014 Number of Stores: 1,038

2014 Store Openings: 50 (Closed 56)

2014 Square Footage: 7.0 million

Employees: n/a

Key Executives: Diane Sullivan, CEO & President, Caleres Inc.; Rick Ausick, Division President, Retail, Caleres Inc.

Contact Information: 8300 Maryland Avenue, St. Louis, MI 63105; 314.854.4000; famousfootwear.com



Photo courtesy Sportsman's Warehouse

37.

SPORTSMAN'S WAREHOUSE

While Sportsman's Warehouse operates stores in five southeastern states, it has focused in recent years on adding 30,000- to 50,000-square-foot stores in medium-sized markets in a dozen western states in a bid to establish market share ahead of its big box competitors. The retailer plans to open another eight locations in fiscal 2015 and accelerate store openings to 10 per year thereafter. It has staked out its territory by offering more than 3,000 in-store clinics and other events each year and by supporting local chapters of Ducks Unlimited and the Rocky Mountain Elk Foundation, where many of its employees serve in leadership positions. All of its stores offer full-service archery technician services, fishing-reel line winding, gun bore sighting and scope mounting, among other services. It recently launched its own Rustic Ridge apparel brand in its private label portfolio and has partnered with Columbia and Under Armour to expand its apparel business and same-store sales. It also took over customer service for its online sales, which were just 1.1 percent of total revenue in fiscal 2014.

Total 2014 Sales: \$660.0 million (Fiscal year ended January 31, 2015)

Total 2013 Sales: \$643.2

Comparable Store Sales Change: -8.4% (Fiscal year ended January 31, 2015)

2014 Sales Online: \$7.26 million

2014 Number of Stores: 55

2014 Store Openings: 8

2014 Square Footage: 2.57 million

Employees: 3,000 (including 1,500 part-time)

Key Executives: John V. Schaefer, President & CEO; Christopher Eastland, Chairman; Jeremy Sage, SVP Stores; Larry W. Knight, SVP Merchandising; Karen Seaman, Chief Marketing Officer; Michael L. Van Orden, Chief Technology Officer.

Contact Information: 7035 South High Tech Drive, Midvale, UT 84047; 801.304.4304; sportsmanswarehouse.com



38.

SEARS

Sears Domestic's net revenues decreased 11.3 percent in 2014, to \$17.1 billion, driven by the separation of the Lands' End business as well as by the closing of 60 full-line stores. In May, Sears announced that it expected to generate \$2.5 billion from the sale of 254 properties to a real estate investment trust. At its 2015 annual meeting, Eddie Lampert, chairman & CEO, Sears Holdings, said the money from the sale would partially pay debt and pension obligations and "accelerate Sears' transformation into an asset-light, technology-first retailer focused on its members and less on stores." Sears will continue to expand its Shop Your Way member program, which features a rewards program, a crowd sourced personal shopper service, a sweepstakes contest and a network of brand partners where shoppers can earn and redeem points.

Total 2014 Sales: \$600 million (Athletic only, U.S.)

Total 2013 Sales: \$680 million (Athletic only, U.S.)

Comparable Store Sales Change: -2.1% (companywide, U.S.)

2014 Sales Online: n/a

2014 Number of Stores: 746 (717 Full-Line, 29 Specialty)

2014 Store Openings: 0 (Closed 60 Full-Line and 21 Specialty)

2014 Square Footage: 111 million

Employees: 196,000 (Sears Holdings, U.S.)

Key Executives: Eddie Lampert, Chairman & CEO, Sears Holdings; Imran Joorna, EVP & President, Online, Marketing, Pricing & Financial Services, Sears Holding; Robert A. Schriesheim, EVP & CFO, Sears Holding; Jeff Balagna, EVP & Chief Information Officer, Sears Holding

Contact Information: 3333 Beverly Road, Hoffman Estates, IL 60179; 847.286.2500; searsholdings.com

39.

ROSS STORES

The off-price retailer of apparel and home fashions, which promises "20 percent to 60 percent off department and specialty store regular prices every day," furthered expansion out of its core western markets that started in late 2011. By the end of 2014, the company operated a total of 81 Ross locations in Illinois, Missouri, Kansas, Kentucky and Indiana. With "dd's Discounts," it entered five new states in



2014 including Louisiana, New Jersey, North Carolina, Oklahoma and Oregon. Management continues to believe that Ross Dress for Less can grow into a chain of at least 2,000 locations across the U.S. and that dd's Discounts can eventually expand to about 500 stores.

Total 2014 Sales: \$635 million (Athletic Only)

Total 2013 Sales: \$590 million (Athletic Only)

Comparable Store Sales Change: +3% (Companywide)

2014 Sales Online: n/a

2014 Number of Stores: 1,362 (1,210 Ross Dress for Less, 152 dd's Discounts)

2014 Store Openings: 95 (73 Ross Dress for Less, 22 dd's Discounts, Closed 9 Ross Dress for Less)

2014 Square Footage: 30.4 million

Employees: 71,400

Key Executives: Barbara Rentler, CEO; Michael O'Sullivan, Executive Chairman; James Fassio, President & Chief Development Officer; Michael O'Sullivan, President & Chief Operating Officer; Lisa Panattoni, President, Merchandising, Ross Dress for Less

Contact Information: 4440 Rosewood Drive, Pleasanton, CA 94588; 925.965.4400; rossstores.com

40.

DUNHAM'S SPORTS

To support future growth, the Midwest's largest sporting goods chain in 2014 moved into a new 90,000-square-foot corporate headquarters in Troy, MI, and also opened a new 735,000-square-foot distribution center in Marion, IN. With a slogan of "Big Names... Low Prices," Dunham's last year saw healthy growth in its branded women's and kid's apparel businesses along with continued growth in its outdoor business, driven by apparel, footwear and camping/paddle categories. Last year, Dunham's opened 11 stores, moved five to bigger locations and closed one. Dunham's has historically had stores as small as 7,000 square feet, but newer stores have been averaging 50,000-plus square feet with a store opening in May 2015 in Columbus, IN, at 86,000 square feet. It was founded in 1937 in Detroit as Dunham's Bait and Tackle.

Total 2014 Sales: \$625 million

Total 2013 Sales: \$570 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 216

2014 Store Openings: 11 (Relocated 5, Closed 1)

2014 Square Footage: 33,000 to 35,000 (Average)

Employees: n/a

Key Executives: Jeff Lynn, CEO; Ken Meehan, President; Steve Sander, Executive VP Operations; Marshall Sosne, Executive VP Supply Chain Management; David Stockmeyer, VP & GMM; John Palmer, Senior VP; Al Blazek, VP & CFO; John Oehler, VP Marketing

Contact Information: 5000 Dixie Hwy, Waterford, MI 48329; 248.674.4991; dunhamssports.com

41.

EASTBAY/FOOTLOCKER.COM

Foot Locker's digital business, which includes Eastbay and Foot Locker Inc.'s banner websites, has been the fastest growing portion of Foot Locker Inc.'s business for the past several years. Efforts to create a seamless customer experience across the store, digital and mobile channels have helped banner Internet sites collectively to expand almost 40 percent annually over the last three years. Going forward digital growth is expected to be driven by creating a more engaging, personalized digital experience; further coordinating the shopping experience online, in store, and on mobile; and meeting customer needs by leveraging Foot Locker Inc.'s entire company capabilities. Among the largest direct marketers in the U.S., Eastbay provides high school and other athletes with a complete sports solution including athletic footwear, apparel, equipment, team licensed, and private-label merchandise for a broad range of sports. Including international operations, sales from Foot Locker's direct-to-consumer segment increased 21 percent to \$865 million last year and increased 110 basis points as a percentage of total sales to 12.1 percent.

Total 2014 Sales: \$600 million

Total 2013 Sales: \$550 million

2014 Sales Online: \$600 million

2014 Number of Stores: n/a

2014 Store Openings: n/a

2014 Square Footage: n/a

Employees: 1,800

Key Executives: Richard Johnson, President & CEO; Foot Locker Inc.; Lauren Peters, CFO, Foot Locker Inc.; Dowe Tillema, President & CEO, Footlocker.com/Eastbay

Contact Information: 112 West 34th Street, New York, NY 10120; 212.720.3700; eastbay.com



Photo courtesy Eastbay/Footlocker



42.

PAYLESS SHOESOURCE

The largest specialty family footwear retailer continues to quietly reposition itself since going private in October 2012 with a sale to Blum Capital and Golden Gate. Globally, Payless has more than 4,400 stores in more than 30 countries. In the 1980s, Payless was widely known in the U.S. for its Pro Wings line of discount sneakers, which often had Velcro straps instead of laces. Its athletic mix now includes Airwalk, Champion, SafeTstep, American Eagle and City Sneaks. Payless stores operate in a variety of real estate formats such as shopping malls, central business districts, freestanding buildings, strip centers and leased departments in ShopKo stores.

Total 2014 Sales: \$550 million (Athletic only)

Total 2013 Sales: \$550 million (Athletic only)

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 3,200

2014 Store Openings: 0

2014 Square Footage: 3,200 square feet (average)

Employees: n/a

Key Executives: W. Paul Jones, CEO; Douglas Treff, EVP & Chief Administrative Officer; Mike Vitelli, EVP & COO; Ginny Peterson, EVP & Chief Merchandising Officer; Stephen Gish, EVP Retail Operations & Franchising; Robert Bruennig, SVP & GMM Men's, Kid's & Athletics

Contact Information: 3231 S.E. Sixth Avenue, Topeka, KS 66607; 785.233.5171; payless.com

43.

EBAY

EBay in 2011 acquired GSI Commerce, which provides omni-channel sales, fulfillment and marketing services to North America's largest sporting goods retailers, including Dick's Sporting Goods, Sports Chek, Eastern Mountain Sports and The Sports Authority, as well as such brands as Helly Hansen, Quiksilver and Timberland. GSI eventually morphed into eBay Enterprise, which also includes Magento, an e-commerce platform acquired in a separate transaction. EBay in January said it plans to divest its Enterprise business through a sale or IPO. The transaction will need to be consummated before EBay spins off its legacy Marketplace business and fast-growing PayPal business later this year as part of a broader restructuring.

Total 2014 Sales: \$530 million (Athletic only)

Total 2013 Sales: \$500 million (Athletic only)

Comparable Store Sales Change: n/a

2014 Sales Online: \$530 million

2014 Number of Stores: n/a

2014 Store Openings: n/a

2014 Square Footage: n/a

Employees: 22,300 (U.S.)

Key Executives: John Donahoe, President & CEO, eBay Inc.; Devin Wenig, President eBay Marketplaces; Craig Hayman, President eBay Enterprise

Contact Information: 2145 Hamilton Avenue, San Jose, CA 95125; 408.376.7400; ebay.com

44.

TILLY'S

Describing itself as a “destination specialty retailer of West Coast and action sports inspired apparel, footwear and accessories,” Tilly's saw an annual comparable-store sales decline for the second straight year but comparable store sales bounced back 2.9 percent in its fourth quarter on improvements in response rates to its marketing efforts. As part of its marketing efforts, Tilly's mailed approximately 10 million catalogs to addresses included in its growing proprietary database, which currently includes information on approximately 3.7 million customers. It also has more than one million members in “The Tilly's Hookup” loyalty program. Over the last seven years, Tilly's invested approximately \$50 million building automated distribution and fulfillment centers and information systems that it expects will support a national retail footprint of 500 stores and significant growth of its e-commerce platform with minimal incremental capital investment. In 2015, Tilly's plans to open a minimum of 15 new stores. Around 40 percent of its stores are in California.

Total 2014 Sales: \$518 million

Total 2013 Sales: \$496 million

Comparable Store Sales Change: -2.8%

2014 Sales Online: n/a

2014 Number of Stores: 212

2014 Store Openings: 19 (Closed 2)

2014 Square Footage: 1.6 million

Employees: 4,500 (including 3,100 part-time)

Key Executives: Hezy Shaked, Executive Chairman, Chief Strategy Officer & Chairman; Daniel Griesemer, President & CEO; Bill Langsdorf, CFO; Debbie Anker-Morris, Chief Merchandising Officer

Contact Information: 10 Whatney, Irvine, CA 92618; 949.609.5599; tillys.com



T-45

BSN SPORTS

BSN Sports, which merged with Herff Jones in 2013 to form the largest company in the U.S. servicing the school markets, continues to rapidly acquire dealers in in the team space. With the addition of Em-Roe Sporting Goods in Indianapolis in late April, BSN Sports added over 100 sales professionals in the last 12 months, including people in Kansas, California, Colorado, Washington, Oregon, Nevada, Alabama, Oklahoma, Mississippi, Ohio, New York, Florida and Tennessee. Acquisitions over the last year have also included the team division of Todd & Moor Sporting Goods, Westside Team Sports, F&F Sport Shop, Judge Little Co., Alabama's Olympia Sporting Goods and East Texas Sports Center. BSN now has 475-plus sales reps nationwide. Adam Blumenfeld, president of BSN Sports said, “2014 continued to feature platform enhancements for the existing team and adding scale through acquisition and hiring of sales professionals. 2015 promises more of the same with a focus towards complete servicing of existing local marketplaces and geographic expansion. Technological advances in the field; supply chain and for our internal user base will complement our most valuable asset: our people.”

Total 2014 Sales: \$500 million

Total 2013 Sales: \$400 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: n/a

2014 Store Openings: n/a

2014 Square Footage: n/a

Employees: 1,200



Key Executives: Adam Blumenfeld, CEO; Terry Babilla, President & COO; John Pitts, CFO

Contact Information: 1901 Diplomat Drive, Farmers Branch, TX 75234; 972.484.9484; bsnsports.com



T-45

THE SPORTSMAN'S GUIDE

The Sportsman's Guide, a direct marketer and online retailer with a focus on hunting and fishing gear at discounts, last year launched a redesigned website, catalog and logo as well as a new branding campaign around the "Share The Thrill" rally cry. The website was updated to focus more on its "Guide Outdoors" blog and community forum, which includes regional news and articles, gear reviews and columns authored by outdoor experts. It also launched a new website and catalog, 365 Outdoor Wear. The company also operates The Golf Warehouse (tgw.com); which likewise updated its brand identity featuring a new website, logo and tagline: "TGW. The sweetest spot in golf." Other websites operated by the company include BaseballSavings.com, SoftballSavings.com and SoccerSavings.com. The company in late 2012 was acquired by Northern Tool + Equipment, which sells tools and related gear at about 80 brick-and-mortar locations in 16 states. Sportsman's Guide was founded in 1976 while tgw.com arrived in 1998.

Total 2014 Sales: \$500 million

Total 2013 Sales: \$480 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 2 (1 The Sportsman's Guide; 1 The Golf Warehouse)

2014 Store Openings: none

2014 Square Footage: n/a

Employees: 1,000

Key Executives: Jay Berlin, CEO, The Sportsman's Guide; Tim Arland, CMO & SVP E-Commerce, The Sportsman's Guide; Jon Bernstein, CEO, The Golf Warehouse; Donald Kotula, CEO, Northern Tool + Equipment

Contact Information: 411 Farwell Avenue, South, St. Paul, MN 55075; 651.451.3030; sportsmansguide.com, TGW.com



T-45

VANS

Vans in 2014 became the second \$2 billion brand in VF Corp's portfolio after The North Face. Global revenues for the Vans brand in 2014 were up 17 percent on both a reported and currency-neutral basis last year, with direct-to-consumer revenues ahead 24 percent. The Americas accounted for about 60 percent of the brand's full-year sales. Globally, Vans is sold through chain stores, skate, surf and specialty stores, over 250 independently-operated partnership stores, more than 450 VF-owned retail stores, and online at vans.com. In 2014, Vans opened its second permanent House of Vans location, this time in London with the first opening in Brooklyn. Occupying the Old Vic Tunnels beneath the London Waterloo railway station, the House of Vans is open to all and includes a music venue, art gallery, cinema, café, bar and London's only indoor skate park.

Total 2014 Sales: \$500 million (North America)

Total 2013 Sales: \$425million (North America)

Comparable Store Sales Change: n/a

2014 Sales Online: \$75 million

2014 Number of Stores: 367 (North America)

2014 Store Openings: 38 (North America)

2014 Square Footage: n/a

Employees: 6,603 (North America)

Key Executives: Kevin Bailey, VF Action Sports Coalition & Vans President; Doug Palladini, VP, GM North America; David Theiss, VP Direct-to-Consumer; Fara Howard, VP Global Marketing; Dave Solomon, VP Footwear & Equipment; Vicki Redding, VF Apparel & Accessories; Steven Rendle, SVP, Americas, VF Corp.

Contact Information: 6550 Katella Avenue, Cypress, CA 90630; 714.889.6100; vans.com

48. SKECHERS

Skechers domestic retail sales increased 16.2 percent in 2014, which was attributable to positive comparable domestic store sales of 8.9 percent and increased domestic store count. It added 48 stores last year in the U.S., including two Concept stores, 17 Factory Outlet stores and 29 Warehouse Outlet locations. The Concept stores showcase the brand's wide range of products with Skechers estimating that its average wholesale customer carries no more than five percent of the complete Skechers line in any one location. With locations in Times Square in New York City, Powell Street in San Francisco and Santa Monica's Third Street Promenade, the Concept shops also are designed to maximize marketing value for the Skechers brand. Finally, they serve as marketing and product testing venues. Globally, Skechers operates 449 company-owned locations. It plans to open 50 to 60 new stores globally this year. Including stores operated in partnerships with distributors and licensees internationally, the company expects to have approximately 1,250 Skechers stores open around the world by the close of 2015.

Total 2014 Sales: \$490 million (U.S.)

Total 2013 Sales: \$425 million (U.S.)

Comparable Store Sales Change: +8.9%

2014 Sales Online: \$27 million (global)

2014 Number of Stores: 362 (146 concept, 120 factory outlet, 96 warehouse)

2014 Store Openings: 48 (Closed 7)

2014 Square Footage: 1.8 million

Employees: 4,800

Key Executives: Michael Greenberg, President; David Weinberg, EVP, COO & CFO; Mark Nason, EVP Product Development

Contact Information: 330 South Sepulveda Blvd., Manhattan Beach, CA 90245; 310.318.3100; skechers.com

49. SHOE CARNIVAL

The family shoe chain, with a motto of "A Surprise in Store," attributed its 5.6 same-store gain in the second half of 2014 to the early payback from strategies initiated over the past two years. These include the launch in April 2014 of its first national cable television advertising campaign, working with vendors to better flow key styles throughout the season, and an emphasis on better brands. A key success has been its Shoe Perks loyalty program, which grew its membership from 3 million at the start of the year to 6.1 million at the close of 2014 with a goal to reach 10 million by the close of 2015. Men's athletic accounts for 21 percent of sales; women's athletic, 16 percent; and children's athletic, 13 percent. In 2014, Shoe Carnival entered five new large markets: Detroit, MI; Miami, FL; Buffalo, NY; Madison, WI; and Philadelphia, PA. Expansion plans for 2015 calls for 18 to 22 openings, focusing intently on infilling these five larger markets and smaller single store markets within its geographic footprint.

Total 2014 Sales: \$470 million

Total 2013 Sales: \$434 million

Comparable Store Sales Change: +1.8%

2014 Sales Online: n/a

2014 Number of Stores: 400

2014 Store Openings: 31 (Closed 7)

2014 Square Footage: 4.4 million

Employees: 5,900

Key Executives: Cliff Sifford, President, CEO & Chief Merchandising Officer; Kerry Jackson, Senior EVP, COO, CFO & Treasurer; Carl Scibetta, EVP & GMM; Tim Baker, EVP Store Operations

Contact Information: 7500 E. Columbia Street, Evansville, IN 47715; 812.867.6471; shoecarnival.com



Photo courtesy Skechers



Photo courtesy Shoe Carnival

T-50.

FOOTACTION

Footaction led Foot Locker Inc.'s brick & mortar banner in the fourth quarter with a double-digit gain. Foot Locker Inc. officials believe the urban chains footwear mix is resonating with its stylish young male customer with Timberland boots back in vogue. What's been more impressive has been its success of the apparel lineup mixing lifestyle silhouettes from its major athletic vendors with edgier niche brands such as Asphalt, Yacht Club, American Stitch and Fair Play. In-store shops such as Flight 23 and Kicks Lounge with Nike as well as Adi Collective with Adidas are providing some differentiation. Foot Locker Inc. acquired Footaction in 2004.

Total 2014 Sales: \$455 million

Total 2013 Sales: \$465 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 272

2014 Store Openings: 2 (Closed 7)

2014 Square Footage: 789,000

Employees: n/a

Key Executives: Richard Johnson, President & CEO; Foot Locker Inc.; Lauren Peters, CFO, Foot Locker Inc.; Stephen Jacobs, President & CEO, Foot Locker North America; Ken Sid, VP & GM, Footaction

Contact Information: 112 West 34th Street, New York, NY 10120; 212.720.3700; footaction.com



T-50.

ZAPPOS.com

Since being acquired by Amazon.com in 2009, Zappos.com has added camping, climbing, golf, skate equipment, snowboarding and team sports to its vast assortment of footwear and apparel. It currently offers more than 1 million SKUs from more than 1,000 brands and is regularly recognized as a leader in customer service and corporate culture. According to the Las Vegas Review Journal, Zappos.com told its employees earlier this year that it expected operating profits to surge to \$97 million in 2015 after reaching \$54.5 million in 2014.

Total 2014 Sales: \$455 million (Athletic/Outdoor)

Total 2013 Sales: \$451 million (Outdoor/Athletic)

Comparable Store Sales Change: 1.0%

2014 Sales Online: all

2014 Number of Stores: 1

2014 Store Openings: n/a

2014 Square Footage: n/a

Employees: 1,500

Key Executives: Tony Hsieh, CEO; Arun Rajan, COO & CFO; Steve Hill, VP Merchandizing; Fred Mossler, Oversees Customer Loyalty, HR, Recruiting, Benefits & Marketing.

Contact Information: 400 E. Stewart Avenue, Las Vegas, NV 89101; 702.943.7777; zappos.com





52. SHOE SHOW

Over the past 55 years Shoe Show has continued to grow with stores named Shoe Show, Shoe Dept. and Burlington Shoes. The stores generally open in suburban, urban, or rural areas with populations of at least 15,000. Beyond friendly prices, the chains' success can be traced to technological advances and operating efficiencies, including its standard store design, an efficient distribution center and computer links with stores and vendors. The company also places high value on social and community activities that assist the local area. It's active in a number of charitable causes including Cooperative Christian Ministries, Bible Teaching Associations, Salvation Army, Hospice and Palliative Care of Cabarrus County, Crisis Pregnancy Center, CVAN, Gardner-Webb University and Association of Retarded Citizens. Initiatives for 2015 include continuing growth in brick & mortar as well as omni-channel upgrades.

Total 2014 Sales: \$454 million (Athletic)

Total 2013 Sales: \$440 million (Athletic)

Comparable Store Sales Change: +4.6%

2014 Sales Online: \$3.6 million (Athletic)

2014 Number of Stores: 1,148

2014 Store Openings: 18

2014 Square Footage: 7.8 million

Employees: 10,000

Key Executives: Lisa Tucker, COO; Jack van der Poel, CFO; Kirk Krull, VP Real Estate

Contact Information: 2201 Trinity Church Road, Concord, NC 28027; 704.782.4143; shoeshow.com



53. BACKCOUNTRY.COM

Backcountry.com enters the back half of the year with new owners and significant performance gains. After two years of reporting shrinking margins, this pure-play Internet retailer resumed sales and profit growth in 2014 on rising orders and higher average order value. Backcountry.com was acquired July 1 by TSG Consumer Partners, a private equity firm with experience growing consumer brands. Both companies have said they will seek to accelerate Backcountry's growth in Europe, where it acquired the online retailer Bergfreunde.de in December 2013. Backcountry.com has become a go-to partner for many premium outdoor, bicycle and action sports brands because of its commitment to both full-price selling and its ability to quickly move surplus products through its one-deal-at-a-time (ODAT) sites

Total 2014 Sales: \$427 million

Total 2013 Sales: \$390 million

Comparable Store Sales Change: n/a

2014 Number of Stores: 7

2014 Store Openings: n/a

2014 Square Footage: n/a

Employees: 750

Key Executives: Jill Layfield, CEO; Bill Mitchell, CFO; Kevin Samuelson, COO; CJ Singh, Chief Technical Officer; Shae McCowen, SVP Merchandising; Jonathan Nielsen, EVP, Growth & Product Management.

Contact Information: 1678 W. Redstone Center Drive, Park City, UT 84098; 800.409.4502; Backcountry.com, CompetitiveCyclist.com, DogFunk.com, Motosport.com, Bergfreunde.de; Chainlove.com (ODAT - cycling), WhiskeyMilitia.com (ODAT - action sports), SteepandCheap.com (ODAT -backcountry/outdoor), Detour by Backcountry.com (Adventure Travel).



54.

ATHLETA

Athleta, which started as a catalog in 1998, continues to expand its physical locations at a torrid pace, opening 37 stores in 2014 after adding 30 in 2013, ending 2014 at 101 locations. It plans to open another 20 this year. Since being acquired by Gap Inc. in 2008, the women's active chain has also ramped up its sponsorships, including Girls On The Run, Wanderlust 108 and Mudderella. In September Athleta will launch its first designer collaboration in partnership with Derek Lam 10 Crosby to launch a lifestyle collection that transcends the gym for all-day style. With a mantra of the "Power to the She," Athleta offers apparel and gear for a range of activities from yoga and spin to strength training and run as well as seasonal sports, including ski and tennis.

Total 2014 Sales: \$400 million

Total 2013 Sales: \$260 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 101

2014 Store Openings: 37 (Closed 1)

2014 Square Footage: 200,000

Employees: n/a

Key Executives: Nancy Green, GM & EVP, Athleta; Arthur Peck, CEO, Gap Inc.

Contact Information: 2100 S. McDowell Boulevard, Petaluma, CA 94954; 707.559.2200; athleta.com

ATHLETA

Power to the She

RUN SPECIALTY'S REGIONAL STORES

Run Specialty Group, owned by The Finish Line, has swallowed up a number of the country's premier running shops over the last three years but a number of local mom & pop shops have been expanding themselves over the last few years. Some are getting quite large. Here, a list of some of run specialty's multi-store operators:

- › Big Dog Running Co. (3 locations in GA, AL)
- › Big Peach Running Co. (7 locations in GA)
- › Dick Pond Athletics (5 locations in IL)
- › Fit2run (16 locations in FL, CA)
- › Foot Traffic (4 locations in OR)
- › Hanson's Running Shop (4 locations in MI)
- › Gazelle Sports (4 locations in MI)
- › Luke's Locker (10 locations in TX)
- › Marathon Sports (11 locations in MA)
- › Pacers Running (5 locations in VA, DC, NJ)
- › Peak Performance (5 locations in NE, IA)
- › Performance Running Outfitters (3 locations in WI)
- › Philadelphia Runner (4 locations on PA)
- › Potomac River Running (8 locations in VA, DC)
- › Runners Depot (5 locations in FL)
- › Runners Forum (7 locations in IN)
- › Runnin' Gear (3 locations in MI)
- › Running Fit (8 locations in MI)
- › Running Room (11 locations in MI, IL, HI)
- › Second Sole (9 locations in OH)
- › A Snail's Pace (4 locations in CA)
- › Soler's Sports (4 locations in TX)
- › Sole 2 Soul Sports (3 locations in CA)
- › Super Runners Shop (9 locations in NY)



55.

DSW

Over the past few years, DSW has taken important steps in positioning itself as an omni-channel retailer through the launch of Shoephoria, ship from store and drop ship capabilities. Its Shoephoria system provides the ability to fulfill out-of-stock demand from its stores out of product in its fulfillment center. DSW plans to increase the number of vendors fulfilling drop ship orders in 2015. The company plans to open approximately 35 DSW stores in 2015, and plans to open 15 to 20 DSW stores in each of the following two to five years. It believes it has the potential to operate 500 to 550 stores, which excludes its newer small format stores.

Total 2014 Sales: \$375 million (Athletic only)

Total 2013 Sales: \$355 million (Athletic only)

Comparable Store Sales Change: +1.8%

2014 Sales Online: n/a

2014 Number of Stores: 431

2014 Store Openings: 37

2014 Square Footage: 9.3 million

Employees: 11,800

Key Executives: Michael MacDonald, President & CEO; Debbie Ferree, Vice Chairman & Chief Merchandising Officer; Carrie McDermott, EVP & COO; Mary Meixelsperger, SVP & CFO

Contact Information: 810 DSW Drive, Columbus, OH 43219; 614.237.7100; dsw.com

56.

SPORT CHALET

This West Coast-based sporting goods specialist was acquired by Vestis Retail Group LLC in August, 2014 after reporting five consecutive years of losses from operations and as its long-time CEO Craig Levra was seeking capital to roll out a new retail concept. The retailer has historically offered a high level of service, including full ski, snowboard, cycling and Scuba shops, custom orthotics for ski and snowboard boot fitting, Padi 5 Star Scuba certification courses and gait analysis. It also operates a Team Sales Division, offers a loyalty program and sells online. The company's stores are concentrated in California, Arizona and Nevada, making it vulnerable to regional weather and economic conditions, including four years of drought that contributed to a decline in comp stores sales in the first six months of 2014. Levra left Sport Chalet in May 2015 and Vestis Retail has no plans to name his successor. The company's managers now report to Mark Walsh, CEO for Vestis Retail.

Total 2014 Sales: \$355 million

Total 2013 Sales: \$360.6 million (year-ended April 1, 2013)

Comparable Store Sales Change: -1.0%

2014 Sales Online: n/a

2014 Number of Stores: 49

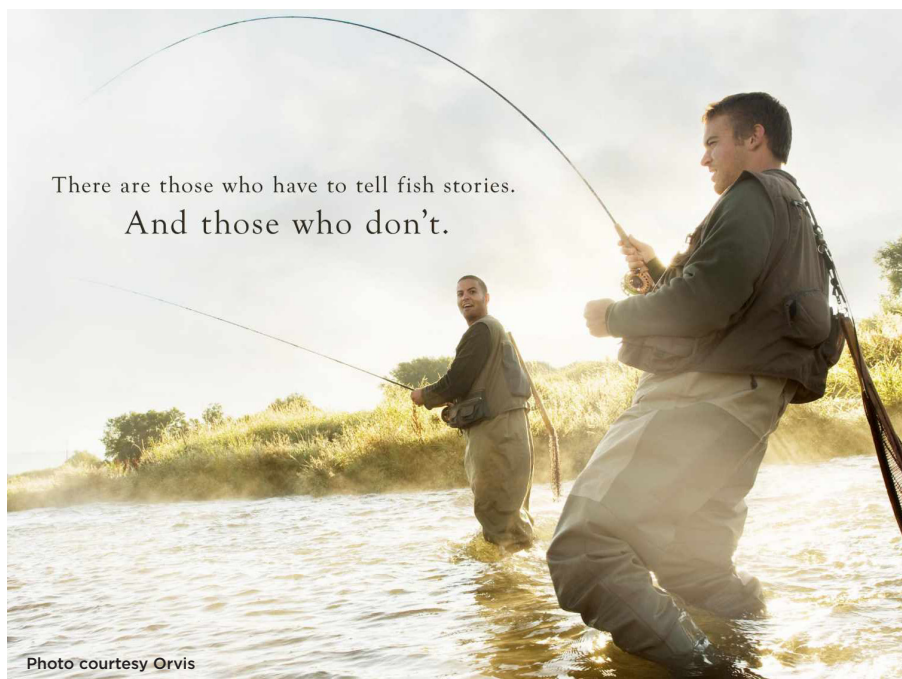
2014 Store Openings: 1 (Closed 4)

2014 Square Footage: 2.3 million

Employees: 3,000

Key Executives: Mark Walsh, Chairman & CEO,
Susan J. Riley, CFO

Contact Information: One Sport Chalet Drive,
La Canada, CA 91011; 818.949.5300; sportchalet.com



57.

ORVIS

Orvis is among several catalog companies that have thrived in the e-commerce era. In addition to its owned stores in the U.S. and UK, the company's wholesale division serves more than 400 independent dealers worldwide with a concentration in the UK and Germany. Orvis operates fishing and shooting schools, endorses outfitters and guides and operates an international sporting and eco-travel agency in its quest to grow participation. In addition to mailing more than 55 million catalogs per year, it attracts 11 million visits annually to Orvis.com. The company, which has been owned by the Perkins family since 1965, got its first new president in eight years this July, when William McLaughlin succeeded Raymond McCready. McLaughlin's career includes running the Frito-Lay business in Europe, the Middle East and Africa in the 1990s and a 12-year stint as CEO at Select Comfort Corp., where he is credited with helping establish its Sleep Number brand.

Total 2014 Sales: \$354 million

Total 2013 Sales: \$350 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 95 (77 U.S., 20 U.K.)

2014 Store Openings: 2 (Greenville, SC and Huntsville, AL)

2014 Square Footage: n/a

Employees: 1,500 to 1,700 (seasonal)

Key Executives: Leigh "Perk" Perkins, CEO & Vice Chairman; David Perkins, Executive Vice Chairman; Raymond McCready, President

Contact Information: 178 Conservation Way, Sunderland, VT 05250; 802.362.1300; orvis.com



58.

ADIDAS

As part of a plan to lift net profits by 15 percent a year through 2020 announced in March, Adidas said it plans to further increase its sales through “controlled space activities,” or its own stores and e-commerce channels, to above 60 percent of sales worldwide by 2020, up from 50 percent currently. It plans to open another 500 to 600 stores to achieve that goal. Central to Adidas’s growth strategy is a decision overall to “over-proportionally” invest in talent and marketing in metropolitan areas around the world, focusing on Los Angeles, New York, London, Paris, Shanghai and Tokyo. In North America, the “largest brand investment ever” for the Adidas Brand, is planned. Priorities include deepening connections with consumers in New York, Los Angeles, Chicago, Miami and Atlanta as well as adding 55 new locations over the next 30 months. Goals include leading the region with football (soccer) and Originals, dramatic market share gains in running as well as with NEO, and amplifying training.

Total 2014 Sales: \$350 million

Total 2013 Sales: \$325 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 372 stores (North America)

2014 Store Openings: 30

2014 Square Footage: n/a

Employees: +8,000 (Adidas U.S. retail)

Key Executives: Mark King, North America President; Nic Vu, SVP & GM North America Direct-to-Consumer; Billy Leist, Adidas U.S. Retail; Brian Kriesel, VP North America Business Development; John Quinn, VP North America Real Estate; Josh Noda, North America Head of Store Operations; Dana Klein, VP North America E-Commerce.

Contact Information: 5055 N. Greeley Avenue, Portland, OR 97217; 971.234.2300; adidas.com

T-59.

KMART

Kmart suffered its fourth straight year of comparable store declines as positive performance in several categories, most notably apparel and jewelry, were offset by declines in the consumer electronics, grocery and household categories. Excluding the impact of the consumer electronics and grocery and household goods businesses, comps increased 0.8 percent for the year. Kmart’s operating loss for the year widened to \$422 million from \$351 million a year ago. Since merging with Sears in 2004, Kmart has closed over 1,300 doors. Core activewear labels include Hanes, Everlast, Athletech and Protégé. Athletic footwear staples include Everlast, Protégé, Dawgs and Catapult.

Total 2014 Sales: \$320 million (Athletic only)

Total 2013 Sales: \$350 million (Athletic only)

Comparable Store Sales Change: -1.4% (Companywide)

2014 Sales Online: n/a

2014 Number of Stores: 979

2014 Store Openings: 0 (Closed 173)

2014 Square Footage: 94 million

Employees: 196,000 (Sears Holdings, U.S.)

Key Executives: Eddie Lampert, Chairman & CEO, Sears Holdings; Alasdair James, President & Chief Member Officer

Contact Information: 3333 Beverly Road, Hoffman Estates, IL 60179; 847.286.2500; searsholdings.com

T-59

MEIJER

Meijer’s stores, averaging around 190,000 square feet, carry a wide range of groceries, pharmacies, consumer electronics and garden centers but stand out in part because it carries many national brands not available at supercenters such as Walmart and Target. Athletic brands include Fila, New Balance and Reebok. Meijer introduced Keds to its lineup earlier this year and in March opened the largest Skechers in-store shop in the country. The 804-square-foot Skechers concept in Grand Rapids, MI, features four video screens to present product information and lifestyle news, including celebrity endorsements of Skechers shoes. In June, Meijer opened its first stores in Wisconsin. Family owned for more than 75 years, the chain plans to open 11 stores in 2015 - four each in Michigan and Wisconsin, two in Illinois and one in Indiana. About half of its stores are in Michigan.

Total 2014 Sales: \$320 million (Athletic only)

Total 2013 Sales: \$310 million (Athletic only)

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 213

2014 Store Openings: 9

2014 Square Footage: 180,000 (Average)

Employees: 65,000

Key Executives: Hank Meijer, Co-CEO; J.K. Symancyk, President; Doug Meijer, Co-Chairman

Contact Information: 2929 Walker Avenue, N.W., Grand Rapids, MI 49544; 616.453.6711; meijer.com



61.

BOB'S STORES

Bob's Stores is an off-price retailer of casual fashion, denim and work wear that offers a broad selection of global activewear brands, including Under Armour, Nike, Carhartt, Timberland, Reebok, New Balance, Champion and Adidas. The company operates in New England and the greater New York metropolitan area as well as online. In 2013, owner Versa Capital Management folded Bob's Stores into Vestis Retail Group, LLC, a company it formed in 2013 to provide corporate services for Bob's Stores and Eastern Mountain Sports, which Versa acquired in late 2013. Vestis is based out of Bob's Stores old headquarters in Meriden, CT.

Total 2014 Sales: \$315 million

Total 2013 Sales: \$320 million

Comparable Store Sales Change: -1.6%

2014 Sales Online: n/a

2014 Number of Stores: 35

2014 Store Openings: 0

2014 Square Footage: 1.6 million

Employees: 1,500

Key Executives: Mark Walsh, Chairman & CEO;

Susan J. Riley, CFO

Contact Information: 160 Corporate Court, Meriden, CT 06450; 203.235.5775; bobstores.com



T-62.

RACK ROOM SHOES

In April 2015, Rack Room Shoes expanded its Charlotte, NC headquarters to relocate the Off Broadway Shoe Warehouse subsidiary from Atlanta, GA. This expansion allowed both corporate offices to operate on a central campus, enabling the individual brands to grow store counts and sales, while realizing shared efficiencies. The family shoe retailer continues to focus on offering a consistent customer service experience online and in stores, which prompted the retailer this year to add an omni-channel department. The new department manages e-commerce, CRM (customer relations management) and research activities. As part of its expansion strategy, Rack Room plans to open more than 20 locations in 2015 in new and existing markets. Founded in 1922, Rack Room Shoes is owned by Europe's largest shoe retailer, Deichmann Group of Germany, which acquired Rack Room Shoes in 1984. Deichmann acquired Off Broadway Shoe Warehouse in January 2002.

Total 2014 Sales: \$300 million (Athletic only)

Total 2013 Sales: \$270 million (Athletic only)

Comparable Store Sales Change: increased mid-single-digits

2014 Sales Online: n/a

2014 Number of Stores: 487 (407 Rack Room Shoes, 80 Off Broadway Shoe Warehouse)

2014 Store Openings: 35

2014 Square Footage: 3.9 million

Employees: 7,100

Key Executives: Mark Lardie, CEO; Rick Brown, EVP & COO; Terry Apple, SVP & GMM Rack Room Shoes; Andy Meyer, VP & GMM Off Broadway Shoe Warehouse

Contact Information: 8310 Technology Drive, Charlotte, NC 28262; 704.547.9200; rackroomshoes.com

T-62.

JIMMY JAZZ

With almost 200 doors in 21 states, as far north as Wisconsin and as far west as Texas, Jimmy Jazz is the premier lifestyle retailer of aspirational athleisure fashion footwear, apparel and accessories. Close alignment with premium partners such as Nike and Jordan has strengthened the chain's position in the market over the past several years. Jimmyjazz.com's online presence has grown exponentially and is now a substantial part of its growth strategy. A complete, modern, premium fleet renovation is in process with exciting new prototype buildouts across the nation with flagship doors in geocities.

Total 2014 Sales: \$300 million

Total 2013 Sales: \$275 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 195

2014 Store Openings: 30

2014 Square Footage: n/a

Employees: n/a

Key Executives: James Khezrie, CEO; Robert Shapiro, President

Contact Information: 85 Metro Way, Secaucus, NJ 07094; 201.210.5577; jimmyjazz.com

64.

SCHEELS

Employee-owned Scheels adds about one store a year and are they something! The company's newest store, which opened in Billings, MT in September 2014 measures 220,000 square feet and includes a 16,000-gallon saltwater aquarium near the entrance a 65-foot, 16-car Ferris wheel. But don't be fooled. Scheels' stores often house the largest bike, golf, gun, bike, paddle sports and ski shops in their markets. Trek Bicycle has recognized the company as one of its biggest dealers in North America. Scheels' expects to open a 220,00-square-foot store in Overland Park, KS later this summer that will include all the Billings' stores bells and whistles as well as concept shops by Nike, Adidas, Under Armour, Columbia and The North Face. The company has announced plans to open its first store in Colorado in 2017 in the town of Johnstown, just north of Boulder.

Total 2014 Sales: \$280 million

Total 2013 Sales: \$270 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 25

2014 Store Openings: 1

2014 Square Footage: n/a

Employees: 6,000

Key Executives: Steven D. Scheels, Founder & Chairman; Steven M. Scheels, CEO;

Bill Nelson, President

Contact Information: 3218 13th Avenue S.W., Fargo, ND 58103; 701.232.3665; scheelsports.com



Photo courtesy Crocs

65.

DILLARDS

The Southwest department store chain notched its fifth consecutive year of positive comparable store sales due to enhanced merchandise assortments, strong positioning in some of the U.S.'s fastest-growing cities, and an overall focus on "product and people over price and promotion." Last year, it opened its first stores since 2010, in Las Vegas, NV and Sarasota, FL. This fall, stores are opening in Murray, UT; Slidell, LA; and Cincinnati, OH.

Total 2014 Sales: \$262 million (Athletic only)

Total 2013 Sales: \$258 million (Athletic only)

Comparable Store Sales Change: +1.0% (Companywide)

2014 Sales Online: n/a

2014 Number of Stores: 297

2014 Store Openings: 2 (Closed 1)

2014 Square Footage: 50.5 million

Employees: 40,000

Key Executives: William Dillard, II, CEO; Alex Dillard, President; Mike Dillard, EVP; Drue Matheny, EVP

Contact Information: 1600 Cantrell Road, Little Rock, AR 72201; 501.376.5200; dillards.com

66.

CROCS

Crocs overhauled its management team since Blackstone Group made a major investment in the company in December 2013. In January 2015, Gregg Ribatt, who was formerly president and CEO of Collective Brands' Performance & Lifestyle Group, became CEO. Crocs' transformation plan includes strengthening the Crocs brand, elevating its product stories, exiting non-core categories and businesses and evolving its international business model to focus on its six most important markets. The brand's new "Find Your Fun" marketing campaign has seen a strong early response from consumers this spring. Croc's product range is also being narrowed and its store base rationalized.

Total 2014 Sales: \$261.3 million (Americas)

Total 2013 Sales: \$259.4 million (Americas)

Comparable Store Sales Change: -4.4% (Americas)

2014 Sales Online: \$55.3 million (Americas)

2014 Number of Stores: 210 (Americas)

2014 Store Openings: 16 (Closed 22 - Americas)

2014 Square Footage: 350,000

Employees: 4,900 (companywide)

Key Executives: Gregg Ribatt, CEO; Andrew Rees, President; Jeff Lasher, CFO; Michelle Poole, SVP, Global Product Creation & Merchandising; Greg Sullivan, SVP Global Business Transformation; Bob Munroe, GM Americas

Contact Information: 7477 E. Dry Creek Pkwy, Niwot, CO 80503; 303.848.7000, crocs.com



Photo courtesy Golf Galaxy



Photo courtesy Reebok



Photo courtesy Worldwide Golf

67. GOLF GALAXY

Golf Galaxy, owned by Dick's Sporting Goods, opened one store, relocated two and closed two in 2014. Golf Galaxy's comps declined 11 percent in the first quarter but showed significant, sequential comp improvement during the period as spring-like weather improved, especially in the Northeast. The chain's primary prototype Golf Galaxy store is a single-level store that generally ranges from 13,000 to 18,000 square feet. A prototype Golf Galaxy store at approximately 35,000 square feet includes more services and experiential shopping. The company plans to relocate one Golf Galaxy store in 2015.

Total 2014 Sales: \$240 million

Total 2013 Sales: \$230 million

Comparable Store Sales Change: -9.2%

2014 Sales Online: \$20 million

2014 Number of Stores: 78

2014 Store Openings: 1, Closed 2

2014 Square Footage: 15,000 square feet
(Average)

Employees: 34,300 (Total Dick's Sporting Goods)

Key Executives: Ed Stack, Chairman & CEO, Dick's Sporting Goods; André Hawaux, EVP, COO & CFO, Dick's Sporting Goods; Doug Wurl, President, Golf Galaxy

Contact Information: 345 Court Street, Coraopolis, PA 15108; 724.273.3400; golfgalaxy.com

T-68. REEBOK

At the end of 2014, the brand operated 11 Reebok FitHub concept stores across the U.S. Five opened during that year. A notable 2014 opening was the flagship Reebok FitHub near Union Square in New York City in July 2014. The store is split between 4,800 square feet of ground floor retail space and a 6,800 square-foot gym on the lower level. The Union Square FitHub is the third FitHub concept store in Manhattan. The brand also operates FitHubs in Georgetown, Southern California, Boston, and New Jersey. There are no current openings planned. Reebok also operates the NHL Concept Store on the Avenue of the Americas in New York City. Reebok revenues in North America decreased three percent in the first quarter as Reebok's North American store base declined five percent due to further streamlining in the brand's factory outlet business

Total 2014 Sales: \$250 million

Total 2013 Sales: \$250 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 130

2014 Store Openings: n/a

2014 Square Footage: n/a

Employees: 2,810 (includes 2,103 retail employees)

Key Executives: Matt O'Toole, Brand President; Yan Martin, VP Global Brand Management; Chris Waldeck, Reebok U.S. General Manager; Paul Froio, VP Reebok U.S. Retail

Contact Information: 1895 J.W. Foster Blvd., Canton, MA 02021; 781.401.5000; reebok.com

T-68. WORLDWIDE GOLF

Worldwide Golf, which is celebrating its 50th anniversary in 2015, has been operating Roger Dunn Golf Shops since 1965 and got much bigger with the January 2014 acquisition of Edwin Watts. Its portfolio ranges from Roger Dunn Golf Shops in California and Hawaii, The Golf Mart in California, Vans Golf Shops in Arizona, Golfers' Warehouse in New England, Uinta Golf Shops in Utah and Edwin Watts Golf Shops throughout the Southeast. It also ships six separate seasonal catalogs with approximately 14 million distributed worldwide each year. Worldwide Golf's banners are renowned for their 90-day, 100-percent satisfaction guarantee.

Total 2014 Sales: \$250 million

Total 2013 Sales: \$250 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 85 (45 Edwin Watts, 5 Uinta Golf Shops, 17 Roger Dunn Golf Shops; 10 The Golf Mart, 5 Van's Golf Shops, 5 The Golfers' Warehouse)

2014 Store Openings: 1

2014 Square Footage: n/a

Employees: n/a

Key Executives: Al Morris, President, Worldwide Golf

Contact Information: 1430 Village Way, Santa Ana, CA 92705; 714.543.8284; worldwidegolfshops.com

T-70.

SHOPKO STORES

Shopko, owned by Sun Capital Partners, earlier this year acquired the leases to 20 locations of the bankrupt Alco Stores chain and in March reopened them under Shopko Hometown, its smaller format that focuses on the needs of smaller rural communities. It now has 203 Shopko Hometown locations, which range in size from 15,000 to 35,000 square feet and continues to be its main expansion vehicle. It's flagship Shopko concept, with 133 locations, are about twice the size of Shopko Hometown. As part of the expansion of its active apparel lineup that features brands like Nike, Puma and Adidas. Shopko has built a sizeable Energy Zone department. The company's stores are operated in the Midwest, Mountain, North Central and Pacific Northwest regions.

Total 2014 Sales: \$240 million (Athletic only)

Total 2013 Sales: \$232 million (Athletic only)

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 307 (131 Shopko stores, 5 Shopko Express Rx, 16 Shopko Pharmacy, 180 Shopko Hometown)

2014 Store Openings: 13 Shopko Hometown, Closed 3 Shopko full-line

2014 Square Footage: n/a

Employees: 18,500+

Key Executives: Peter McMahon, CEO

Contact Information: 700 Pilgrim Way, Green Bay, WI 54304; 920.429.2211; shopko.com

T-70.

THE NORTH FACE

In 2014, global revenues for The North Face brand reached \$2.3 billion; which marked a 12 percent currency neutral increase over 2013's results. The Americas represent about 70 percent of the brand's sales. Direct-to-consumer sales globally expanded 24 percent in 2014. In early May, VF Corp., its parent, indicated expectations for The North Face to grow at a low double-digit currency neutral rate in 2015, keeping the third year of the five-year plan right in line with its 2017 goal. At the end of 2014, The North Face had 154 company-owned stores of which approximately 75 percent were located in the Americas region. The North Face stores are focused on driving the brand's key innovations and connecting with consumers through unique presentations and experiences around the company's award-winning apparel, footwear and equipment products in addition to maximizing its e-commerce presence.

Total 2014 Sales: \$240 million

Total 2013 Sales: \$205 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 75 (55 full-price stores, 20 outlets)

2014 Store Openings: 3 full-price stores; closed one outlet

2014 Square Footage: 205,000

Employees: n/a

Key Executives: Todd Spaletto, President, North Face Americas; Joe Vernachio, VP Global Product, The North Face; Lindsay Rice, VP Direct-to-Consumer, The North Face; Aaron Carpenter, VP Marketing, The North Face; Steven Rendle, SVP, Americas, VF Corp.; Brendan Sullivan, VP, Direct-to-Consumer, VF Corp.

Contact Information: 2701 Harbor Bay Parkway, Alameda, CA 94502; 510.618.3500; thenorthface.com



Photo courtesy The North Face

T-72.

PLAY IT AGAIN SPORTS

Play It Again Sports, part of Winmark Corp., leads the nation in the buying and selling of quality, used sports and fitness equipment. The concept generally features 35 percent used sporting goods, equipment and accessories on a consignment basis and 65 percent new with promised savings of 20 to 60 percent off normal retail. Core brands include Nautilus, Wilson Sporting Goods, Champro Sporting Goods, Easton Sports, CCM Hockey and Bauer Hockey. Winmark began franchising the Play It Again Sports brand in 1988 but has been closing more stores than opening over the last decade. It had more than 500 doors at the close of the 20th century.

Total 2014 Sales: \$227 million

Total 2013 Sales: \$228 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 301

2014 Store Openings: 5 (Closed 4)

2014 Square Footage: 2,800 to 3,500 (Average, with some as large as 10,000 square feet)

Employees: n/a

Key Executives: Pat Quinn, Director, Play It Again Sports; Steven Murphy, President Franchising, Winmark Corp.; John Morgan, Chairman & CEO, Winmark Corp.

Contact Information: 4200 Dahlberg Drive, Suite 100, Minneapolis, MN 55422; 763.520.8500; playitagainsports.com



Photo courtesy Play It Again Sports



Photo courtesy Sierra Trading Post

2014 Store Openings: 2

2014 Square Footage: 140,000

Employees: 1,000

Key Executives: Ken Walter, President; Andy Newlin, Director E-Commerce; Brent Layton, Director Retail Operations

Contact Information: 5025 Campstool Road, Cheyenne, WY 82007; 307.775.8050; sierratradingpost.com

T-72.

SIERRA TRADING POST

Nearly three years after acquiring Sierra Trading Post, The TJX Companies Inc. appears to be preparing the retailer for significant expansion. Sierra Trading Post, which has long served as an important liquidation channel for premium outdoor brands, opened its first two stores in Colorado in 2014 and pulled permits in early 2015 to build a third. TJX CEO Carol Meyrowitz disclosed "STP" will open its first location in the Northeast later this year and the company broke ground in spring 2015 on a 350,000-square-foot expansion that will double the size of the fulfillment center at its headquarters campus in Cheyenne, WY. Meyrowitz said she is still evaluating whether Sierra Trading Post has the potential to become TJX's fourth big retail chain after T.J. Maxx, Marshall's and Homegoods, which operate thousands of stores in North America.

Total 2014 Sales: \$227 million

Total 2013 Sales: \$220 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 6

T-74.

THE WALKING COMPANY

The Walking Company offers a selection of premium comfort shoes from such brands as Dansko, Ecco, Keen, Olukai, Ugg Australia as well as running shoes from Asics and Brooks. In recent years, the company has been investing to expand its own line of Abeo footwear featuring a built-in orthotics, or B.I.O. System, designed to enhance fit for many arch types. Since launching its sandal in 2010, Abeo has gone on to add six categories, including outdoor, performance and outdoor. The company, which sells primarily from malls, also owns Big Dog Sportswear, a casual apparel brand that offers a line of graphic T-shirts, polos, sweatshirts, boxer shorts and shorts for men, women and children.

Total 2014 Sales: \$220 million

Total 2013 Sales: \$205 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 215, not including Big Dog

2014 Store Openings: 5

2014 Square Footage: 1,500 (Average)

Employees: n/a

Key Executives: Andrew Feshbach, President & CEO; Lee Cox, President, Retail, The Walking Company

Contact Information: 121 Gray Avenue, Santa Barbara, CA 93101; 805.963.8727; thewalkingcompany.com





Photo courtesy New Balance



Photo courtesy Vail Resorts Retail

T-74.

NEW BALANCE

Most of New Balance's retail fleet in the U.S. are independently owned and operated through a retail licensee of New Balance. In 2011, New Balance opened its first "Experience" store in Manhattan's Flatiron District that includes a demonstration area where custom-designed shoes are assembled in front of customers. New Balance makes or assembles more than 4 million pairs of athletic footwear per year in the U.S., which represents a limited portion of its U.S. sales. It now has five Experience stores – including others in Boston, MA; Burlington, MA; Dedham, MA; and one in the Pentagon supporting its American-made stature. New Balance also operates 35 factory outlet stores. Its outlet store in the Brighton neighborhood of Boston also sells New Balance's other brands such as Aravon, Dunham, PF Flyers and Warrior.

Total 2014 Sales: \$220 million

Total 2013 Sales: \$220 million

Comparable Store Sales Change: 0

2014 Sales Online: n/a

2014 Number of Stores: 220

2014 Store Openings: n/a

2014 Square Footage: 350,000

Employees: 3,265 (5,106 globally)

Key Executives: Jim Davis, Chairman; Robert DeMartini, President & CEO; Stephanie Smith, VP Retail; Chris Ladd, EVP Direct-to-Consumer; Peter Zappala, VP, Specialty Sales

Contact Information: 20 Guest Street, Brighton, MA 02135; 617.783.4000; newbalance.com

T-74.

VAIL RESORTS RETAIL

Vail Resort Retail, formerly known as Specialty Sports Venture, is the retail/rental division of Vail Resorts Inc. It has built a network of more than 180 stores primarily by acquiring independent snow sports shops in or within a day's drive of Vail Resort Inc.'s 11 U.S. ski resorts. The vast majority of the stores continue to operate under their original names, which include Any Mountain Sports in the San Francisco Bay area, Aspen Sports in Colorado and Hoigaards in St. Louis, MN. In addition to ski and snowboarding gear, the stores sell cycling, racquet and golf gear and outdoor furniture. Vail Resort Retail also operates mono-branded shops for Salomon, The North Face, Patagonia and Burton in Colorado, Northern California, Utah, Nevada, and Wisconsin.

Total 2014 Sales: \$220 million (Fiscal year ended January 31, 2015)

Total 2013 Sales: \$203.5 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 185

2014 Store Openings: n/a

2014 Square Footage: n/a

Employees: 2,500 (1,000 full-time, 1,500 seasonal)

Key Executives: Kat Jobanputra, EVP & COO

Contact Information: 390 Interlocken Crescent, Broomfield, CO 80221; 303.399.1970; ssv.net, rentskis.com and skirentals.com



Photo courtesy DTLR

77.

DTLR

DTLR, formerly known as Downtown Locker Room, spent 2014 focusing on two key initiatives - creating a new format to continue to stay at the forefront in the urban retail sector and re-energizing legacy stores. In 2014 DTLR launched the “Foundry Concept” in the Mall at Prince Georges in Hyattsville, MD. This location has exceeded company expectations and will be the model for DTLR going forward. The company also plans to remodel 10 more stores under this format in 2015. DTLR also remodeled 12 stores in 2014 with the main focus on elevating the Nike and Jordan brand spaces. DTLR’s core consumer is an image-conscious male between the age of 14 and 24.

Total 2014 Sales: \$202 Million

Total 2013 Sales: \$200 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 104

2014 Store Openings: 5

2014 Square Footage: 475,000

Employees: 1,700

Key Executives: Glenn Gaynor, President & CEO; Scott Collins, Chief Merchandising Officer; Todd Kirssin, VP & GMM

Contact Information: 1300 Mercedes Drive, Hanover, MD 20176; 410.850.5900; dtlr.com

78.

WSS

WSS is a California-based retailer doing business in neighborhood-based stores that feature premium brands including Jordan, Nike, Under Armour, Adidas, Converse and Vans. Consumers trust WSS for the best brands, greatest values and largest selection of athletic, dress, fashion and casual footwear. Founded in Southern California in 1984 by entrepreneur Eric Alon, WSS stores feature a unique retail format that displays every style and size allowing customers to browse on their terms in a hassle-free environment. This fall, WSS will relaunch its website to offer full omni-channel capabilities. The success of its business model has allowed WSS to continue its expansion outside its core Southern California market. WSS is currently adding new stores in Central California, Las Vegas and Phoenix markets and will enter Texas in 2016. In celebration of its 30th anniversary, WSS launched its flagship store earlier this year in downtown Los Angeles in a historic building at 7th & Union. WSS is committed to giving back to the community it serves, sponsoring and participating in over 350 local events each year.

Total 2014 Sales: \$201 million

Total 2013 Sales: \$179 million

Comparable Store Sales Change: 6%

2014 Sales Online: n/a

2014 Number of Stores: 66

2014 Store Openings: 7

2014 Square Footage: 12,000 (current prototype); 570,000 across 66 locations

Employees: 1,300

Key Executives: Eric Alon, Founder/Chairman; Mark Archer, President; Dan Nuthals, Chief Merchant; Roger Dunlap, Chief Operating Officer; Dexter Fedor, Chief Marketing Officer; Jeffrey Porter, Chief Financial Officer; Rhonda Sias, Chief Information Officer.

Contact Information: 13425 South Figueroa Street, Los Angeles, CA 90061; 310.715.9300; shopwss.com



Photo courtesy WSS



79.

PUMA

Puma's global retail sales were essentially flat last year as the brand continued to rationalize its store base. Of its channels, the highest expectations for growth remains e-commerce and a completely redesigned and unified website was launched in 2014 integrating the marketing and commercial aspects of its digital strategy. Retail is expected to grow slightly faster than wholesale with new stores being concentrated in emerging markets. In its wholesale channels, Puma is focusing on improving relationships with key strategic accounts in a bid to improve the quality of distribution. An early success in those efforts has been the opening of Puma Lab in-store shops inside Foot Locker and it now has 165 Puma Labs open in the U.S. Puma's first European Puma Lab opened in February in a Foot Locker in Milan.

Total 2014 Sales: \$200 million

Total 2013 Sales: \$200 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 87

2014 Store Openings: 0

2014 Square Footage: n/a

Employees: n/a

Key Executives: Bjorn Gulden, CEO, Puma SE; Jay Piccola, President, Puma NA; Cyril Hottot, CFO, Puma NA; John Trott, SVP Retail, Puma NA

Contact Information: 10 Lyberty Way, Westford, MA 01886; 978.698.1000; puma.com

80.

OLYMPIA SPORTS

The regional chain, with a focus on underserved small to mid-sized markets in the Northeast and Mid-Atlantic, opened 11 new doors last year, backfilling in territories and adding two stores in a new state, Ohio. A host of remodels and expansions have been successful. A continued focus on premium brands such as Nike, Adidas and Under Armour helps differentiate its stores in its markets. Olympia Sports expects to open 15 to 20 stores in 2015 and close underperformers as it strengthens the store portfolio.

Total 2014 Sales: \$196 million

Total 2013 Sales: \$195 million

Comparable Store Sales Change: n/a

2014 Sales Online: 0

2014 Number of Stores: 230

2014 Store Openings: 11

2014 Square Footage: 1 million

Employees: 1,550

Key Executives: Ed D. Manganello, President; Ed P. Manganello, Chairman; Dave Osswald, Director of Merchandising; John Lesniak, CFO; Paul Fitzpatrick, Senior Director of Operations & Distribution; Bob Boland, Director of Marketing & Planning

Contact Information: 5 Bradley Drive, Westbrook, ME 04092; 207.854.2794; olympiasports.net



81.

MC SPORTS

MC Sports continues to remodel existing stores as it strives to create a consistent customer experience throughout all its locations. Of the Midwest retailer's 76 stores, 38 are now in its expanded format, which includes a complete hunting and fishing department. Its stores are found in Michigan, Ohio, Illinois, Indiana, Wisconsin, Missouri and Iowa. Every MC Sports store gives back to their community through team sponsorships, fund raising programs, team and group discounts, and a long-standing commitment to the Children's Miracle Network. The company was founded in 1946 as Michigan Clothiers and changed its name to MC Sporting Goods in 1962 to reflect its stronger focus on sports equipment, footwear and apparel.

Total 2014 Sales: \$190 million

Total 2013 Sales: \$185 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 76

2014 Store Openings: 2 (Remodeled 2, Closed 2)

2014 Square Footage: 23,000 (Average)

Employees: n/a

Key Executives: Bruce Ullery, President & CEO; Robert Summerfield, EVP & CFO; Dan Winchester, EVP & COO; Irwin Wallach, SVP Store Operations; Ed Rix, VP Marketing & Advertising; Jerry Klein, VP Real Estate; Mark Lundvick, Divisional Merchandise Manager, Softlines; Scott Schuette, Divisional Merchandise Manager, Hardlines.

Contact Information: 3070 Shaffer South East, Grand Rapids, MI 49512; 616.942.2600; mcsports.com



82.

SPORTS ENDEAVORS INC. (EUROSPORT)

Sports Endeavors Inc. mailed its first catalog, Eurosport, in 1984, launched its website, soccer.com, in 1994, and now sits as the world's leading soccer retailer. In 1994, it expanded into lacrosse with the mailing of its first Great Atlantic Lacrosse catalog and the eventual launch of lacrosse.com in 2005. In 2005, Sports Endeavors also acquired online retailer 365 Inc., expanding its soccer foothold but also introducing the company to the rugby category. It soon thereafter mailed the World Rugby Shop catalog to accompany the original website. The first Eurosport catalog was mailed to 6,000 players and friends. Today, a little over a million soccer, lacrosse and rugby players receive a catalog each month. Over 60,000 different items are sold through its catalogs and websites.

Total 2014 Sales: \$170 million (U.S.)

Total 2013 Sales: \$165 million (U.S.)

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 1



2014 Store Openings: 0

2014 Square Footage: n/a

Employees: 400+

Key Executives: Mike Moylan, CEO; Brendan Moylan, COO

Contact Information: 431 U.S. Hwy. 70A East, Hillsborough, NC 27278; 919.644.6800; sportsendeavors.com; soccer.com; lacrosse.com, worldrugbyshop.com, worldsoccer.com, tiendafutbolmundial.com, espanol.soccer.com

83.

BELK

In April, the nation's largest family owned and operated department store business said it was considering a sale and hired Goldman Sachs to assist in the process. Belk has invested over \$600 million in "key strategic initiatives" over the last three years that include store openings and remodels, along with building its "omnichannel" shopping initiative and investing in its supply chain, customer service and IT. The strongest segment recently has been online, which grew 36.7 percent in the first quarter. Last year, Belk completed major remodel projects in two stores, opened two stores in new markets, opened two new stores as replacements for existing stores.

Total 2014 Sales: \$168 million (Athletic only)

Total 2013 Sales: \$165 million (Athletic only)

Comparable Store Sales Change: 1.5% (companywide)

2014 Sales Online: \$12 million (Athletic only)

2014 Number of Stores: 297

2014 Store Openings: 4, Closed 6

2014 Square Footage: 22.6 million

Employees: 24,350

Key Executives: Thomas Belk, Jr., Chairman & CEO; John Belk, President & COO; Adam Orvos, EVP & CFO; Ralph Pitts, EVP & Secretary; David Zant, President & CMO

Contact Information: 2801 W. Tyvola Road, Charlotte, NC 28217; 704.357.1000; belk.com



Photo courtesy Villa

84.

VILLA

Villa, the Philadelphia-based lifestyle retailer, which celebrated its 25th anniversary in 2014, has continued its aggressive expansion into the Midwest and has moved into Texas with the acquisition of DK shoes, a chain of 12 complementary stores in and around Dallas-Fort Worth. Villa's real estate strategy of locating their stores in inner city neighborhoods differentiates them from its mall-based competitors and also provides a valuable point of distribution for their vendor community. Moving into 2015, Villa will focus their efforts on rebranding the DK locations, continuing to open locations in their existing footprint and aligning with the vendor community to identify future locations. The company, acquired by Goode Partners in 2013, has expanded from 33 doors at the end of 2011 to 108 by the end of close of 2014. More recently, it has expanded its presence into Northern Ohio and Upstate New York, as well as Chicago, Detroit, Minneapolis and Milwaukee.

Total 2014 Sales: \$165 million

Total 2013 Sales: \$115 million

Comparable Store Sales Change: +5%

2014 Sales Online: n/a

2014 Number of Stores: 108

2014 Number of Openings: 20 (Acquired 12)

2014 Square Footage: n/a

Employees: 1,200

Key Executives: Jason Lutz, CEO; David Rhoades, COO; Robert Butler, Chief Merchandise Officer; Patrick Walsh, Chief Marketing Officer

Contact Information: 1926 Arch Street, Philadelphia, PA 19103; 215.279.5600; ruvilla.com

85.

CONVERSE

In May 2015, Converse opened its sixth inline store and second Boston store, at the footsteps of the brand's new world headquarters. The Converse at Lovejoy Wharf store offers a premium shopping experience with a curated and changing assortment of Converse footwear, apparel and accessories for men, women and children, including limited-edition sneakers, Lovejoy store exclusives, Boston-inspired styles and special collaborations. The 3,500-square-foot location is also the only Converse location to offer consumer's access to Converse Blank Canvas, a unique customization experience. Converse also operates inline stores in New York City, San Francisco, Santa Monica, Newbury Street in Boston, and Paramus, NJ.

Total 2014 Sales: \$163 million (U.S., fiscal year ended May 31, 2014)

Total 2013 Sales: \$155 million (U.S., fiscal year ended May 31, 2013)

Comparable Store Sales Change: n/a

2014 Sales Online: \$33 million

2014 Number of Stores: 84

2014 Store Openings: 12

2014 Square Footage: 280,000

Employees: n/a

Key Executives: Jim Calhoun, President & CEO; Geoff Cottrill, VP & GM Brand & Segments; David Kelsay, VP Global Retail

Contact Information: 160 North Washington Street, Boston, MA 02114; 617.377.1000; converse.com



T-86.

EASTERN MOUNTAIN SPORTS

Eastern Mountain Sports (EMS) operates the second largest U.S. chain of stores specializing in human-powered outdoor sports after REI in a 12-state region stretching from Maine to Virginia. Since being acquired by the turn-around firm Versa Capital Management in November 2012, EMS has been folded into Vestis Retail Group, LLC, a Meriden, CT-based Company that also provides corporate services for Bob's Stores and California-based Sport Chalet, which Versa acquired in 2008 and 2014 respectively. In 2014, EMS began offering paddle sports rental services and children's apparel for the first time at two remodeled stores. It continues to offer its own line of EMS-branded apparel and gear and offers kayaking, paddleboarding, hiking, skiing and climbing classes through one of the oldest climbing schools in the country.

Total 2014 Sales: \$158 million

Total 2013 Sales: \$160 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 67

2014 Store Openings: 4 (3 Relocations, 1 New)

2014 Square Footage: n/a

Employees: 1,300

Key Executives: Mark Walsh, Chairman & CEO, Susan J. Riley, CFO,

Contact Information: 160 Corporate Court, Meriden, CT 04450; 888.463.6367; ems.com





T-86.

BJ'S WHOLESALE CLUB

BJ's Wholesale Club Inc. is the leading operator of warehouse clubs in the eastern U.S. The chain carries a greater product variety than its two national competitors, Costco and Sam's Club, with more than 7,000 items. It is also the only U.S. club to accept all manufacturers' coupons. Since being taken private by Leonard Green & Partners and CVC Capital Partners in a 2011 buyout, BJ's has added 17 locations.

Total 2014 Sales: \$158 million (Athletic)

Total 2013 Sales: \$154 million (Athletic)

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 206

2014 Store Openings: 5

2014 Square Footage: 23 million

Employees: 25,000

Key Executives: Laura Sen, President & CEO; Cornel Catunam, EVP Club Operations; Christina Neppel, EVP Merchandise & Logistics

Contact Information: 25 Research Drive, Westborough, MA 01581; 774.512.7400; bjs.com

88.

FLEET FEET SPORTS

In June 2014, Fleet Feet Sports introduced Experience 2.0, which included the launch of e-commerce by the end of 2014 as part of an overall goal of delivering a seamless omni-channel experience. The company also hired its first director of marketing to support more consistent messaging and better leverage the Fleet Feet name across the franchise system. Experience 2.0 also involves raising its game at the store level, including everything from store layout and merchandising to interactions with customers. Fleet Feet continues to grow through the addition of new franchised partners, outright acquisitions of stores, and conversions of existing running shops to the Fleet Feet system.

Total 2014 Sales: \$152 million

Total 2013 Sales: \$140 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 138

2014 Store Openings: 22

2014 Square Footage: n/a

Employees: n/a

Key Executives: Jeff Phillips, President & CEO; Joey Pointer, CFO; Luke Rowe, SVP Franchise Support; Ben Cooke, VP Retail Operations; Robyn Goby, VP Franchise Development; Ellen Donahue, Director of Marketing

Contact Information: 310 East Main Street, Suite 200, Carrboro, NC 27510; 919.942.3102; fleetfeetsports.com



Photo courtesy Fleet Feet Sports

89.

SHIEKH SHOES

In June 2014, Matt Fine, who formerly worked for Nike, took over as president of the urban lifestyle chain with more than 140 stores on the West Coast and Midwest. Products featured range from athletic shoes and sneakers to women's dress and casual shoes and boots to shoes for the kids. Special offers include new releases and exclusives from top brands like Nike and Jordan. About 60 percent of its stores are in California but it also has a number in metro areas such as Houston, Chicago and Detroit. Last year's openings included three in California in Hollywood, Long Beach and San Bernardino.

Total 2014 Sales: \$148 million

Total 2013 Sales: \$145 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 141

2014 Store Openings: 3

2014 Square Footage: 500,000

Employees: n/a

Key Executives: Shiekh Ellahi, Owner; Matt Fine, President; Abdul Haleem, VP Store Operations; Mike Butka, GMM

Contact Information: 4083 E. Airport Drive, Ontario, CA 91761; 909.230.6620; shiekhshoes.com



Photo courtesy Shiekh Shoes

90.

ROAD RUNNER SPORTS

Founder Mike Gotfredson started Road Runner Sports as a mail order catalog in out of a garage in Del Mar near San Diego in 1983, eventually moving online and not opening any physical stores until 2008. The chain prides itself on fitting shoes perfectly to runners and other athletes with its "Shoe Dog" state-of-the-art running analysis center. The locations also sell walking, sandals and other casual shoes. The locations are known for their community events, such as nutrition classes and Chi running groups. Recent openings include stores in Berkeley, CA, and Alpharetta, GA, as well as its second store in Denver.

Total 2014 Sales: \$130 million

Total 2013 Sales: \$120 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 40

2014 Store Openings: 4

2014 Square Footage: 150,000

Employees: 925

Key Executives: Mike Gotfredson, Chief Runner; Diane Kath, COO; Dan Kelly, CIO; Scott Campbell, CFO; Debra Christle, VP Merchandising

Contact Information: 5549 Copley Drive, San Diego, CA 92111; 858.974.4200; roadrunnersports.com



Photo courtesy Gym Source

91.

GYM SOURCE

Gym Source is America's largest distributor of commercial and retail fitness equipment with 31 locations in 13 eastern states, supported by seven operation centers and over 100 trucks. The fitness chain didn't open any stores in 2014 but relocated three and anticipates opening five in 2015. Its first store opened in 1937 in Manhattan's Rockefeller Center. The fitness specialists serve a wide range of clients - from the Fortune 500 to the FBI, Equinox to the Oval Office, and Dartmouth to Columbia.

Total 2014 Sales: \$115 million

Total 2013 Sales: \$109 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 31

2014 Store Openings: 0

2014 Square Footage: n/a

Employees: 300

Key Executives: Richard Miller, President; Bill Kemnitzer, EVP; Thomas Staub, VP Sales & Operations; Richard Miller, President

Contact Information: 40 E. 52nd Street, New York, NY 10020; 212.688.4222; gymsource.com

92.

THE BON-TON STORES

The regional department store operator posted its fourth straight year of losses in 2014. In August 2014, Kathryn Bufano replaced Brendan Hoffman as president and CEO. Previously, Bufano served as president and chief merchandising officer of Belk. A healthy 4.3 percent comp increase in the fourth quarter was signified as a sign that its turnaround initiatives put in place over the last few years are starting to work. They include expanding and refining its localization initiative, enhancing customer service through its new "Let Us Find It" inventory locator software, expanding e-commerce, and balancing the depth and breadth in its merchandise mix. A 743,000-square-foot facility will open in the Columbus, OH, area this fall to support its burgeoning e-commerce business.

Total 2014 Sales: \$114 million (Athletic only)

Total 2013 Sales: \$115 million (Athletic only)

Comparable Store Sales Change: +0.2%

2014 Sales Online: \$7 million (Athletic only)

2014 Number of Stores: 270 (Bon-Ton (62); Elder-Beerman (35); Younkers (49); Herberger's (44); Carson Pirie Scott (53); Boston Store (14); Bergner's (13))

2014 Store Openings: 3 (Closed 3)

2014 Square Footage: 25 million

Employees: 25,200

Key Executives: Kathryn Bufano, President & CEO; Stephen Byers, EVP Stores, Visual & Loss Prevention; Luis Fernandez, EVP Chief Omnichannel Officer; Tim Grumbacher, Strategic Initiatives Officer; Keith Plowman, EVP & CFO

Contact Information: 2801 E. Market Street, York, PA 17402; 717.757.7660; bonton.com

93.

FRED MEYER

Known as "Freddy's" to locals, Fred Meyer's superstores carry more than 225,000 items with some stores as large as 240,000 square feet. The monstrous stores, located in Oregon, Washington, Idaho, and Alaska, combine a complete grocery supermarket with a drugstore, clothing store, shoe store, fine jewelers, home decor store, home improvement center, garden center, electronics store, toy store, sporting goods store, and more under one roof. Its activewear mix includes Under Armour, Adidas and Columbia. Kroger, the nation's largest grocery retailer, acquired Fred Meyer in 1998.

Total 2014 Sales: \$105 million (Athletic only)

Total 2013 Sales: \$105 million (Athletic only)

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 133

2014 Store Openings: 1

2014 Square Footage: 20 million, (150,000 Average)

Employees: 30,000+

Key Executives: Lynn Gust, President; David Deatherage, SVP & CFO; Dan De La Rosa, VP Merchandising; Rick Heffner, VP Store Operations

Contact Information: 3800 S.E. 22nd Avenue, Portland, OR 97202; 503.232.8844; fredmeyer.com



94.

SUN & SKI SPORTS

Originally a ski and snowboard shop that sold cycling and outdoor gear in the summer, Sun & Ski Sports is dedicated to the outdoors lifestyle and offers gear for cycling, running, ski & snowboard as well as lifestyle apparel and footwear. On the east coast, the stores are ski and snowboard shops in the winter and offer the best selection of outdoor patio furniture in the summer. The company claims its local specialization contrasts significantly with mega-stores and that its fully integrated bricks and clicks strategy provides a competitive advantage. Ski Stop in New York and Ski Chalet stores in Washington, D.C., have been rebranded to Sun & Ski. Joe Jones' Sun & Ski in North Conway, NH is the only location not to have been converted to the Sun & Ski name. The company plans to open two new stores in the fall 2015 - in San Antonio and Ft. Worth, TX.

Total 2014 Sales: \$100.8 million

Total 2013 Sales: \$92.7 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 30

2014 Store Openings: 0

2014 Square Footage: 18,800 (Average)

Employees: 600

Key Executives: Frank Stanley, Co-CEO & CFO; Steve Rath, Co-CEO & COO

Contact Information: 10560 Bissonnet Street, Suite 100, Houston, TX 77099; 281.340.5000; sunandski.com



Photo courtesy Lucy Activewear

T-95.

LUCY ACTIVEWEAR

Lucy acquired by VF Corp. in 2007 and recently starting selling in wholesale channels to accounts such as REI and other specialty and premium sporting goods retailers. It's also selling to yoga, pilates and fitness studios, gyms, and spa/wellness communities in areas where Lucy doesn't already have a store. At the store level, Lucy revamped its LucyPro outreach program for fitness pros, offering exclusive benefits to yoga, pilates, fitness trainers and fitness instructors. Last fall, a "This Is For You" campaign gave away a year of housecleaning, meal deliveries or childcare as a way to help its active customers clear room in their busy schedules for their favorite workouts.

Total 2014 Sales: \$90 million

Total 2013 Sales: \$90 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 60

2014 Store Openings: 0

2014 Square Footage: n/a

Employees: n/a

Key Executives: Laurie Etheridge, President, Lucy Activewear; Dawn Dzedzy, Director of Brand Marketing, Lucy Activewear; Steve Rendle, SVP Americas, VF Corp.

Contact Information: 2701 Harbor Bay Pkwy, Suite 250, Alameda, CA 94502; 510.864.5400; lucy.com



T-95.

PERFORMANCE BICYCLE

Since being acquired by North Castle Partners in 2007, Performance Bicycle has added 35 more stores to cement its position as the nation's largest independent cycling retailer. North Castle Partners had originally had a goal of opening 90 additional stores by 2011. It also operates performancebike.com; Bike Nashbar, (nashbar.com), a closeout and discount site; and sends millions of catalogs a year. In May 2015, the League of American Bicyclists recognized Performance Bicycle's corporate headquarters as a Gold Level Bicycle Friendly Business, placing the retailer at the forefront of making American workplaces more competitive, sustainable and attractive to the best and brightest associates. Said Performance Bicycle CEO David Pruitt on receiving the award, "We are actively reaching out to bring the benefits of cycling to businesses and organizations and would love to see more businesses become bicycle friendly."

Total 2014 Sales: \$90 million

Total 2013 Sales: \$90 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 109

2014 Store Openings: 1 (Closed 2)

2014 Square Footage: n/a

Employees: 1,400+

Key Executives: David Pruitt, CEO; Mark Leydecker, SVP Merchandising; Matt Magnani, Senior Director Sales Promotion & Marketing; Carol Wentworth SVP Marketing; Tom Cross, VP Retail Stores

Contact Information: One Performance Way, P.O. Box 2741, Chapel Hill, NC 27514; 919.933.9113; performanceinc.com

T-95.

CITY SPORTS

Founded in 1983, City Sports operates 26 specialty sporting goods retail stores in metropolitan locations in Massachusetts, Rhode Island, New York, Washington D.C., Pennsylvania, Maryland, New Jersey, and Vermont, as well as online at citysports.com. City Sports offers performance footwear, apparel, and equipment for running, fitness, tennis, swimming, cycling, team sports, and more. In 2014 the company opened new stores in Manhasset, NY; Westfield, NJ; and Rockville, MD. Plans for 2015 include a new store in Northern Virginia, outside Washington, D.C. In 2015 the company projects continued growth in its e-commerce business, as well as in youth sales. The stores stand out for their selection of leading athletic and niche brands, as well as its proprietary "CS by City Sports" line.

Total 2014 Sales: \$90 million

Total 2013 Sales: \$85 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 26

2014 Store Opening: 3

2014 Square Footage: 8,000 (Average)

Employees: n/a

Key Executives: Edward Albertian, President & CEO;

Andrew Almquest, CFO; Lauren Blanda, GM Merchandising

Contact Information: 77 N. Washington Street, Boston, MA 02114; 617.391.9100; citysports.com



Photo courtesy City Sports

98.

TSG ENTERPRISES

The parent of Pure Hockey and Comlax (Commonwealth Lacrosse) is in its 21st year of operation and has become the largest hockey and lacrosse equipment retailer in the U.S. with 23 hockey and lacrosse stores. The stores range in size from 5,000 to 25,000 square feet. Last year TSG Enterprises opened new store locations in Rochester NY, New Rochelle, NY, and Springfield, MA.

Total 2014 Sales: \$69.6 million

Total 2013 Sales: \$63.7 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 23

2014 Store Openings: 3

2014 Square Footage: 5,000 to 25,000 square feet

Employees: n/a

Key Executives: David Nectow, President & CEO; Rob Howland, VP Product & Purchasing; Jeff Copetas, VP Marketing & E-Commerce; Sean Flynn, Director Allocation; Phil Arloro, Director Operations; Kyle Norris, Director Team Sales

Contact Information: 119 Dean Avenue, Franklin, MA 02038; 508.541.6100; purehockey.com, comlax.com, puregoalie.com



Photo courtesy TSG Enterprises

99.

RUNNING SPECIALTY GROUP

After quickly gobbling up shops across the country to create the second largest running specialty group in the U.S. in less than four years, Finish Line Inc. announced in late March it was putting the breaks on any further expansion at Running Specialty Group (RSG) while it focuses on improving the subsidiary's profitability. The primary focus is a shift away from acquisitions toward "operational excellence" with a renewed push on leveraging more of The Finish Line Inc.'s infrastructure to obtain optimal workflow in inventory management, store operations, supply chain, IT and digital. Finish Line Inc. still has a long-term goal of achieving \$200 million in sales with a high single-digit operating margin. RSG's banners include The Running Company, Run On!, Blue Mile, Boulder Running Company, Roncker's Running Spot, Running Fit, VA Runner, Capital RunWalk, Richmond RoadRunner, Garry Gribble's Running Sports, Run Colorado, Raleigh Running Outfitters, Striders, Indiana Running Company and JackRabbit Sports.

Total 2014 Sales: \$69.9 million

Total 2014 Sales: \$50.2 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 71

2014 Store Openings: 3, Acquired 20

2014 Square Footage: 262,148 (3,630 average)

Employees: n/a

Key Executives: Bill Kirkendall, President, Running Specialty Group; Glenn Lyon, Chairman & CEO, Finish Line Inc.; Samuel Sato, President, Finish Line Inc.

Contact Information: 3308 N. Mitthoeffer Road, Indianapolis, IN 46235;

317.899.1022; finishline.com



Photo courtesy Running Specialty Group

100.

CHRISTY SPORTS

Christy Sports has been shifting from opening new locations for its specialty ski, snowboard and outdoor furniture stores to expanding and remodeling existing ones in recent years. While it did open a sixth location in Breckenridge, CO, in 2014, it did so by taking over a store that had operated for more than 20 years. In Avon, CO, meanwhile, it expanded its store by 45 percent to 28,000 square feet. A renovation of its flagship store in Boulder increased the store from 6,000 to 16,000 square feet. In April, 2015, the company announced it had begun remodeling a 34,000-square-foot building in Lakewood, CO, to house its annual end-of-season clearance sales events, which have until now rotated to different venues. Christy's will move two nearby stores to the building as their leases expire in 2015 and 2016. Christy Sports is controlled by CEO and co-founder Patrick O'Winter and his family, including three children who manage the company's merchandising, soft goods purchasing and real estate operations.

Total 2014 Sales: \$56 million

Total 2013 Sales: \$52 million

Comparable Store Sales Change: n/a

2014 Sales Online: n/a

2014 Number of Stores: 45

2014 Store Openings: 0

2014 Square Footage: n/a

Employees: n/a

Key Executives: Patrick O'Winter, Owner & CEO; Keith Liefer, COO; Dan Fox, VP Operations; Thomas O'Winter, VP Merchandising; Bob Dapper, Director Mountain Operations; Brian Sullivan, Regional Manager Summit County & Winter Park.

Contact Information: 1105 West 8th Avenue, Suite 102, Lakewood, CO 80215; 303.323.6143; christysports.com



Photo courtesy Christy Sports

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A man with a beard and dark hair, wearing a teal t-shirt and black climbing gloves, is climbing a thick rope. He is smiling and looking up. The background is a blurred outdoor setting with dry grass and trees.

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