

# Savings by Market Retailer

With Sales Tax   
  Without Sales Tax   
  With Velocity   
  Without Velocity

## BALTIMORE

Retailer	Savings
7-ELEVEN	24.79%
ACE HARDWARE	2.48%
AUTO ZONE	29.87%
BABIES R US	23.48%
BARNES AND NOBLE	36.60%
BASS PRO SHOP	12.22%
BATH AND BODY WORKS	10.53%
BED BATH AND BEYOND	5.74%
BEST BUY	6.93%
BORDERS	25.03%
BOSCOV'S	30.60%
CIRCUIT CITY	9.36%
CVS	45.78%
DICKS SPORTING GOODS	19.20%
EASY SPIRIT	20.29%
ECKERD	24.92%
GIANT	25.77%
GNC	25.70%
GODIVA	20.00%
GRIMMEL'S	20.04%
HALLMARK	29.70%
HOME DEPOT	7.31%
JCPENNEY	19.35%
KMART	18.48%
KOHL'S	30.74%
LINENS N THINGS	25.62%
LOWES	10.58%
MACYS	43.78%
NORDSTROM	19.26%
OAKLEY	26.84%
PEP BOYS	23.22%
PRINCETON SPORTS	15.24%
RADCLIFF JEWELERS	30.82%
RADIO SHACK	66.10%
RITE AID	28.26%
ROYAL FARMS	35.81%
SEARS	12.54%

AAFES April, 2007

# Savings by Market Retailer

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## BALTIMORE

Retailer	Savings
SPORTS AUTHORITY	18.57%
STAPLES	35.45%
SUNGLASS HUT	23.53%
TARGET	7.70%
TOYS R US	14.95%
TRUE VALUE	2.27%
VICTORIA'S SECRET	18.30%
VITAMIN SHOPPE	14.96%
WALGREENS	12.74%
WAL-MART	2.89%
WAWA	30.25%
YANKEE CANDLE	25.62%
ZALES	32.84%

AAFES April, 2007

# Savings by Market Retailer

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## FT. WALTON BEACH

Retailer	Savings
ACE HARDWARE	10.72%
ADVANCE AUTO	21.85%
BABIES R US	14.09%
BATH AND BODY WORKS	10.53%
BED BATH AND BEYOND	11.02%
BEE LINE	15.83%
BELKS	26.40%
BEST BUY	1.58%
BIG LOTS	10.35%
BOSE STORE	10.01%
CARLTON CARD SHOP	22.98%
CHEVRON	26.09%
CIRCUIT CITY	6.34%
CVS	22.61%
DILLARDS	33.31%
DODGES	26.89%
FARMERS FURNITURE	20.17%
FINISH LINE	13.09%
FOOT ACTION	14.55%
FOOT LOCKER	15.70%
GNC	33.78%
HALLMARK	26.07%
HIBBETT	14.53%
HOME DEPOT	7.57%
JCPENNEY	46.18%
KAY JEWELERS	23.83%
KMART	11.74%
LA BONBONIERE	15.56%
LAZYBOY GALLERY	23.12%
LOWES	8.39%
MACYS	20.16%
NAPA	28.09%
OFFICE DEPOT	11.51%
OFFICE MAX	62.83%
O'REILLY AUTO PARTS	24.85%
PARISIAN	45.00%
PEP BOYS	22.96%

# Savings by Market Retailer

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## FT. WALTON BEACH

Retailer	Savings
PIGGLY WIGGLY	41.10%
PUBLIX	19.29%
RACEWAY	21.16%
REED JEWELERS	32.75%
RITE AID	28.05%
SEARS	11.70%
SPORTS AUTHORITY	19.51%
SUNGLASS HUT	27.60%
SUNGLASS WORLD	19.81%
TARGET	8.40%
TOM THUMB	25.16%
TOYS R US	9.97%
VICTORIA'S SECRET	18.30%
VITAMIN SHOPPE	23.67%
VITAMIN WORLD	27.51%
WALDENBOOKS	36.60%
WALGREENS	21.56%
WAL-MART	6.59%
WINN DIXIE	15.62%

AAFES April, 2007

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## HAMPTON-NEWPORT NEWS

Retailer	Savings
7-ELEVEN	25.13%
ADVANCE AUTO	29.52%
ATHLETES FOOT	18.16%
AUTO ZONE	16.74%
BABIES R US	15.07%
BARNES AND NOBLE	57.35%
BED BATH AND BEYOND	31.14%
BELKS	51.90%
BEST BUY	6.59%
BLANCHARDS	26.97%
BORDERS	36.60%
CARLTON CARD SHOP	22.98%
CHAMPS SPORTS	19.63%
CIRCUIT CITY	9.36%
COMPUSA	23.04%
CVS	18.65%
DICKS SPORTING GOODS	17.27%
DILLARDS	24.55%
ECKERD	22.78%
FARM FRESH	14.36%
FINISH LINE	15.47%
FOOD LION	20.97%
FOOT LOCKER	23.51%
GNC	34.96%
GODIVA	20.00%
HALLMARK	25.62%
HESS	16.76%
HOME DEPOT	13.50%
JCPENNEY	44.38%
KMART	12.89%
KOHL'S	29.66%
LAZYBOY GALLERY	20.04%
LINENS N THINGS	15.10%
LOWES	9.42%
MACYS	38.51%
OFFICE MAX	66.88%
PEP BOYS	22.30%

# Savings by Market Retailer

With Sales Tax     Without Sales Tax     With Velocity     Without Velocity

## HAMPTON-NEWPORT NEWS

Retailer	Savings
RITE AID	24.11%
SEARS	9.09%
SPORTS AUTHORITY	16.93%
SUNGLASS HUT	13.08%
TARGET	7.92%
TOYS R US	14.95%
VICTORIA'S SECRET	18.30%
VITAMIN SHOPPE	25.61%
WALGREENS	22.97%
WAL-MART	5.96%
WAWA	26.82%

# Savings by Market Retailer

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  Without Velocity

## HONOLULU

Retailer	Savings
7-ELEVEN	7.56%
ACE HARDWARE	27.27%
BARNES AND NOBLE	36.60%
BED BATH AND BEYOND	6.67%
BEST BUY	11.94%
BORDERS	42.29%
BOSE STORE	10.01%
CHAMPS SPORTS	18.98%
CHECKERS	35.47%
CIRCUIT CITY	22.84%
CITYMILL	42.01%
COMPUSA	66.10%
DOONEY & BOURKE	20.00%
FOODLAND	22.98%
FOOT LOCKER	18.83%
FOSSIL	24.62%
GNC	34.19%
GODIVA	20.00%
HALLMARK	25.62%
HOME DEPOT	14.26%
KB TOYS	32.81%
KMART	20.01%
LAZYBOY GALLERY	39.45%
LONGS	30.51%
LOWES	20.94%
MACYS	33.82%
NAPA	31.10%
NEW BALANCE	15.47%
NIEMAN MARCUS	20.00%
NIKE STORE	21.43%
NORDSTROM	17.06%
OAKLEY	20.00%
OFFICE MAX	37.10%
PERFUMANIA	15.02%
POLO	29.11%
SAFEWAY	40.08%
SAK-N-SAVE	51.45%

AAFES April, 2007

# Savings by Market Retailer

With Sales Tax     Without Sales Tax     With Velocity     Without Velocity

## HONOLULU

Retailer	Savings
SEARS	20.32%
SEPHORA	23.82%
SPORTS AUTHORITY	17.80%
STEP N UP	33.67%
SUNGLASS DESIGN	31.75%
SUNGLASS HUT	20.51%
TIMES	52.53%
TOYS R US	8.65%
VIM VIGOR	45.00%
VITAMIN WORLD	33.44%
WAL-MART	10.53%



# Savings by Market Retailer

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  With Velocity  
  Without Velocity

## KILLEEN

Retailer	Savings
ACADEMY	13.42%
ACE HARDWARE	-2.09%
ADVANCE AUTO	23.71%
ALBERTSONS	18.42%
AUTO ZONE	20.56%
BABIES R US	12.01%
BARNES AND NOBLE	25.03%
BATH AND BODY WORKS	10.53%
BEALLS	27.94%
BED BATH AND BEYOND	12.32%
BELKS	21.81%
BEST BUY	18.20%
BORDERS	18.47%
BROOKSHIRES	24.27%
CALLOWAYS NURSER	44.92%
CARLTON CARD SHOP	22.98%
CEFCO FOOD MART	31.01%
CHEVRON	0.00%
CIRCUIT CITY	10.02%
CONN'S	10.10%
CVS	23.30%
DILLARDS	22.32%
DUKE'S	44.03%
DUNLAPS	40.46%
EXXON	18.41%
FAMILY DOLLAR	9.30%
FOLEYS	27.97%
FOOT ACTION	16.02%
FOOT LOCKER	15.88%
GNC	35.01%
GORDON'S	12.88%
HALLMARK	25.62%
HEB	7.45%
HOME DEPOT	9.30%
JCPENNEY	26.76%
KOHL'S	31.51%
LACK'S	16.80%

AAFES April, 2007

# Savings by Market Retailer

With Sales Tax    Without Sales Tax    With Velocity    Without Velocity

## KILLEEN

Retailer	Savings
LAZYBOY GALLERY	20.20%
LINENS N THINGS	31.82%
LOWES	12.56%
MACYS	51.17%
MORRISON'S GIFTS	28.97%
NORDSTROM	23.77%
OFFICE DEPOT	35.74%
OFFICE MAX	64.25%
PEP BOYS	27.48%
QUICK PACK FOODS	25.21%
RANDALLS	33.80%
SALLY BEAUTY SUPPLY	13.16%
SEARS	6.72%
SHELL	21.66%
SPORTS AUTHORITY	17.06%
SPORTSMANS WEARHOUSE	9.87%
STAPLES	63.49%
SUNGLASS HUT	16.20%
TARGET	8.17%
TOYS R US	6.66%
VALERO	15.83%
VICTORIA'S SECRET	18.30%
VITAMIN SHOPPE	11.03%
VITAMIN WORLD	30.82%
WALGREENS	21.45%
WAL-MART	4.90%
WHOLE FOODS	7.76%
ZALES	32.84%

# Savings by Market Retailer

With Sales Tax   
  Without Sales Tax   
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  Without Velocity

## LOS ANGELES

Retailer	Savings
7-ELEVEN	28.57%
ACE HARDWARE	-3.48%
ALBERTSONS	41.71%
AUTO ZONE	22.09%
BABIES R US	10.10%
BARNES AND NOBLE	57.35%
BATH AND BODY WORKS	10.53%
BED BATH AND BEYOND	16.94%
BEST BUY	3.00%
BORDERS	25.03%
CIRCUIT CITY	10.18%
CVS	24.33%
DICKIES	31.87%
FRYS	10.99%
GNC	35.31%
HEIRLOOM OF TOMORROW	41.65%
HOME DEPOT	16.45%
JCPENNEY	14.40%
KMART	14.02%
KOHL'S	22.31%
KRAGEN	21.79%
LAZYBOY GALLERY	15.10%
LINENS N THINGS	15.10%
LONGS	18.34%
LOWES	8.77%
MACYS	37.62%
NORDSTROM	18.18%
OFFICE DEPOT	69.86%
OFFICE MAX	76.27%
PACIFIC SALES	6.13%
PEP BOYS	2.81%
RALPHS	25.78%
RITE AID	35.57%
SEARS	9.76%
SPORTS AUTHORITY	15.67%
SPORTS CHALET	16.97%
STAPLES	58.68%

AAFES April, 2007

# Savings by Market Retailer

With Sales Tax     Without Sales Tax     With Velocity     Without Velocity

## LOS ANGELES

Retailer	Savings
SUNGLASS DESIGN	19.51%
SUNGLASS HUT	27.42%
TARGET	8.85%
TOYS R US	18.76%
VICTORIA'S SECRET	18.30%
VITAMIN SHOPPE	25.50%
VONS	27.78%
WALGREENS	25.93%
WAL-MART	6.05%
YANKEE CANDLE	25.62%

AAFES April, 2007

# Savings by Market Retailer

With Sales Tax     Without Sales Tax     With Velocity     Without Velocity

## OMAHA

Retailer	Savings
ACE HARDWARE	6.67%
ADVANCE AUTO	11.23%
BABIES R US	25.75%
BAKERS	14.33%
BARNES AND NOBLE	25.03%
BATH AND BODY WORKS	10.53%
BED BATH AND BEYOND	6.67%
BEST BUY	6.09%
CIRCUIT CITY	6.79%
DICKS SPORTING GOODS	15.97%
DILLARDS	33.57%
FANTASY'S	7.46%
GNC	29.12%
HALLMARK	25.93%
HOME DEPOT	12.50%
JCPENNEY	45.94%
KMART	18.39%
KOHL'S	26.35%
KWIK SHOP	0.00%
LANDMARK LUGGAGE	59.71%
LINENS N THINGS	15.26%
LOWES	9.68%
MENARDS	4.03%
NEBRASKA FURNITURE MART	19.88%
OFFICE DEPOT	47.70%
OFFICE MAX	34.12%
O'REILLY AUTO PARTS	8.67%
SALLY BEAUTY SUPPLY	12.17%
SEARS	14.97%
SHOPKO	9.39%
SOFAS AND CHAIRS	19.72%
SPORTS AUTHORITY	17.01%
SUNGLASS HUT	12.43%
TARGET	6.70%
TOYS R US	17.62%
TRUE VALUE	6.67%
VICTORIA'S SECRET	18.30%

AAFES April, 2007

# Savings by Market Retailer

With Sales Tax    Without Sales Tax    With Velocity    Without Velocity

## OMAHA

Retailer	Savings
VITAMIN SHOPPE	15.68%
WALGREENS	13.48%
WAL-MART	6.88%
YONKERS	33.94%

# Savings by Market Retailer

With Sales Tax   
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  With Velocity   
  Without Velocity

## PHOENIX

Retailer	Savings
7-ELEVEN	23.47%
ACE HARDWARE	17.13%
AUTO ZONE	28.15%
BASHAS	16.63%
BATH AND BODY WORKS	10.53%
BED BATH AND BEYOND	13.24%
BEST BUY	7.17%
BIG 5	24.10%
CHECKERS	31.94%
CIRCLE K	26.81%
CIRCUIT CITY	6.54%
CVS	16.31%
DEE'S DANCWEAR	30.33%
DILLARDS	24.41%
FRYS	17.95%
GIANT	28.64%
GNC	32.01%
HALLMARK	22.11%
HI HEALTH	27.09%
HOME DEPOT	17.34%
JCPENNEY	29.89%
KMART	19.28%
KOHL'S	24.49%
LAZYBOY GALLERY	19.72%
LINENS N THINGS	31.82%
LOWES	10.68%
MACYS	34.92%
MERVYNS	25.23%
MISHA'S DANCE	27.08%
NEW BALANCE	15.57%
NORDSTROM	36.00%
OSCO	32.59%
QUICK TIME	24.36%
SAFEWAY	34.53%
SEARS	12.00%
SPORTS AUTHORITY	17.08%
STAPLES	52.50%

AAFES April, 2007

# Savings by Market Retailer

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## PHOENIX

Retailer	Savings
SUNGLASS HUT	17.92%
TARGET	5.34%
TOYS R US	11.70%
ULTA 3	11.58%
UNDER ARMOR	21.25%
VICTORIA'S SECRET	18.30%
VITAMIN WORLD	24.85%
WALDENBOOKS	36.60%
WALGREENS	22.27%
WAL-MART	7.41%



# Savings by Market Retailer

With Sales Tax   
  Without Sales Tax   
  With Velocity   
  Without Velocity

## TACOMA

Retailer	Savings
7-ELEVEN	34.76%
ALBERTSONS	34.48%
AM/PM	16.36%
BABIES R US	46.60%
BARNES AND NOBLE	36.60%
BATH AND BODY WORKS	19.05%
BED BATH AND BEYOND	6.67%
BEST BUY	8.08%
BIG 5	24.10%
BON MACYS	26.37%
CARLTON CARD SHOP	22.98%
CHEVRON	34.34%
CIRCLE K	11.71%
CIRCUIT CITY	10.10%
FINISH LINE	15.47%
FOOT LOCKER	21.89%
FRED MEYER	25.13%
FRYS	11.84%
GNC	33.03%
GODIVA	20.00%
GUESS	29.09%
HOME DEPOT	3.49%
JACK N JILL	18.27%
JCPENNEY	20.84%
KAY JEWELERS	24.92%
KB TOYS	8.57%
KMART	13.02%
KOHL'S	33.86%
LINENS N THINGS	18.73%
LONGS	11.59%
LOWES	6.76%
MACYS	50.55%
NIEMAN MARCUS	15.89%
NORDSTROM	18.05%
OFFICE DEPOT	23.36%
PRECISION TIME	41.38%
RIALTO JEWELERS	18.33%

# Savings by Market Retailer

With Sales Tax   
  Without Sales Tax   
  With Velocity   
  Without Velocity

## TACOMA

Retailer	Savings
RITE AID	26.56%
SAFEWAY	27.87%
SEARS	7.16%
SHUCKS AUTO SUPPLY	43.07%
SPORTS AUTHORITY	14.70%
SPORTSMANS WEARHOUSE	0.00%
STAPLES	46.49%
SUN SHADE OPTIC	7.06%
SUNGLASS HUT	13.08%
SUPER SUPPLEMENT	19.31%
TARGET	12.66%
TEXACO	-0.40%
TOPS FOOD	22.37%
TOYS R US	13.67%
VICTORIA'S SECRET	18.30%
VITAMIN WORLD	37.84%
WAL-MART	9.28%
WEST BAY AUTO PARTS PLUS	32.17%
YANKEE CANDLE	25.62%