

## Savings by Market Retailer

With Sales Tax  
  Without Sales Tax  
  With Velocity  
  Without Velocity

**BALTIMORE**

Retailer	Savings
ACE HARDWARE	37.52%
ADIDAS	42.86%
ADVANCE AUTO	50.04%
AUTO ZONE	33.89%
BARNES AND NOBLE	19.82%
BED BATH AND BEYOND	23.46%
BELK	32.79%
BEST BUY	21.58%
BONTON	36.05%
BOSE STORE	10.32%
CHAMPS SPORTS	20.26%
COACH	22.19%
CVS	36.69%
DICKS SPORTING GOODS	19.63%
DSW	15.00%
EXXON	41.44%
FOOT ACTION	14.26%
FOOT LOCKER	16.27%
FOSSIL	25.00%
GIANT	24.88%
GODIVA	28.99%
HALLMARK	14.31%
HARRIS TEETER	28.66%
HH Gregg	30.25%
JCPENNEY	45.25%
KITCHEN COLLECTION	18.19%
KMART	27.39%
KOHL'S	32.87%
Le Gourmet Chef	21.67%
LORD AND TAYLOR	26.66%
MACYS	32.02%
MODELL'S SPORTING GOODS	12.52%
NAPA	44.66%
NIKE STORE	20.00%
NORDSTROM	31.49%
PEEBLES	36.96%
PETCO	31.50%

# Savings by Market Retailer

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## BALTIMORE

Retailer	Savings
PETSMART	19.25%
RITE AID	36.63%
SAFEWAY	30.64%
SEARS	28.06%
SEPHORA	1.02%
SHOPPERS	15.46%
SPORTS AUTHORITY	18.11%
STAPLES	45.23%
SUNGLASS HUT	37.47%
TARGET	12.66%
TOYS R US	13.85%
WALGREENS	28.59%
WALMART	14.45%
WAWA	33.56%
WEGMANS	19.46%

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## FT. WALTON BEACH

Retailer	Savings
ADVANCE AUTO	36.72%
AMYS HALLMARK	15.43%
BARNES AND NOBLE	10.49%
BED BATH AND BEYOND	18.82%
BELK	28.19%
BEST BUY	18.60%
COACH	21.48%
CVS	35.44%
DILLARDS	22.00%
FILLUPS	50.13%
FINISH LINE	14.99%
FOOT LOCKER	18.74%
FOSSIL	25.00%
GODIVA	29.50%
HIBBETT	19.43%
JCPENNEY	35.17%
KANGAROO	44.29%
KELLYS SUPERVALU	32.54%
KMART	29.74%
KOHL'S	36.64%
LOWES	27.64%
NIKE STORE	20.00%
OFFICE DEPOT	36.07%
ON THE RUN	39.51%
PET SUPERMARKET	23.22%
PETSMART	21.90%
PUBLIX	17.02%
SEARS	37.02%
SEPHORA	15.00%
SUNGLASS HUT	23.39%
TARGET	18.64%
TOYS R US	19.29%
WALGREENS	31.31%
WALMART	11.19%
WINN DIXIE	26.64%
YANKEE CANDLE	15.52%

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## HAMPTON-NEWPORT NEWS

Retailer	Savings
ADVANCE AUTO	39.65%
AUTO ZONE	45.50%
BABIES R US	20.17%
BARNES AND NOBLE	22.34%
BED BATH AND BEYOND	13.55%
BELK	38.11%
BEST BUY	21.69%
BOTTOM DOLLAR	11.92%
BURLINGTON	24.44%
CIRCLE K	34.48%
COACH	20.18%
CVS	30.26%
DICKS SPORTING GOODS	19.10%
DILLARDS	24.10%
FARM FRESH	25.49%
FOOD LION	24.12%
FOOT LOCKER	14.66%
HARRIS TEETER	20.93%
HOME DEPOT	18.11%
JCPENNEY	28.47%
KMART	25.42%
KOHL'S	35.06%
KROGER	23.16%
LADY FOOT LOCKER	19.97%
LOWES	27.64%
MACYS	25.60%
NORDSTROM	27.27%
OFFICE DEPOT	46.67%
OFFICE MAX	50.48%
PETCO	35.05%
PETSMART	19.89%
RITE AID	41.04%
SEARS	31.87%
SPORTS AUTHORITY	19.02%
STAPLES	20.04%
TARGET	23.01%
TOYS R US	22.65%

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## HAMPTON-NEWPORT NEWS

Retailer	Savings
WALGREENS	30.30%
WALMART	8.53%
WAWA	-23.17%
YANKEE CANDLE	15.52%

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## HONOLULU

Retailer	Savings
ABC FOOD	47.15%
BARNES AND NOBLE	19.82%
BED BATH AND BEYOND	13.19%
BEST BUY	21.49%
CHAMPS SPORTS	19.00%
COACH	20.11%
CVS	40.16%
DON QUIJOTE	32.66%
FOOD PANTRY	61.87%
FOODLAND	46.19%
GODIVA	33.56%
HALLMARK	18.15%
KMART	41.02%
LONGS	34.05%
LOWES	34.11%
MACYS	31.14%
NAPA	50.30%
NORDSTROM	23.62%
OFFICE DEPOT	21.96%
OFFICE MAX	28.69%
PETCO	40.08%
SAFEWAY	44.84%
SEARS	25.38%
SEPHORA	24.71%
SPORTS AUTHORITY	17.84%
SUNGLASS HUT	37.47%
TARGET	23.44%
TIMES	33.70%
TOYS R US	39.87%
VACUUM CLEANER CENTER	36.76%
WALGREENS	34.70%
WALMART	16.65%

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## KILLEEN

Retailer	Savings
ACADEMY	3.78%
AUTO ZONE	38.94%
BEALLS	20.52%
BED BATH AND BEYOND	16.83%
BELK	35.19%
BEST BUY	18.13%
CHAMPS SPORTS	14.99%
COACH	20.09%
CVS	34.69%
DICKS SPORTING GOODS	22.48%
DILLARDS	12.29%
DOLLAR GENERAL	7.50%
FAMILY DOLLAR	21.24%
FIESTA MART	24.91%
FOOT LOCKER	20.98%
FRY'S GROCERY	23.95%
GODIVA	28.47%
HALLMARK	14.12%
HARBOR FREIGHT	57.54%
HEB	5.19%
HOME DEPOT	69.31%
JCPENNEY	27.75%
KMART	19.47%
KOHL'S	36.00%
LADY FOOT LOCKER	10.11%
MACYS	30.27%
NORDSTROM	20.13%
OFFICE DEPOT	38.84%
OFFICE MAX	33.36%
PETCO	35.59%
PETSMART	20.83%
RANDALLS	32.19%
SEARS	23.58%
Sheplers	25.21%
SPORTS AUTHORITY	20.40%
SUNGLASS HUT	23.59%
TARGET	18.08%

# Savings by Market Retailer

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## KILLEEN

Retailer	Savings
TOYS R US	17.12%
ULTRA BEAUTY SUPPLY	20.00%
VALERO	53.61%
WALGREENS	29.18%
WALMART	4.31%
YANKEE CANDLE	14.12%



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## LOS ANGELES

Retailer	Savings
7-ELEVEN	40.77%
ALBERTSONS	38.34%
AUTO ZONE	40.34%
BARNES AND NOBLE	-34.36%
BED BATH AND BEYOND	14.79%
BEST BUY	21.69%
BIG 5	12.50%
COACH	20.11%
CVS	31.19%
DICKS SPORTING GOODS	20.92%
DILLARDS	34.21%
FRY'S ELECTRONICS	11.16%
GNC	51.60%
GODIVA	31.26%
HOME DEPOT	18.11%
JCPENNEY	31.91%
KITCHEN COLLECTION	23.01%
KMART	23.47%
KOHL'S	31.00%
MACYS	33.58%
NORDSTROM	22.89%
OFFICE DEPOT	38.62%
OFFICE MAX	20.04%
Orchard Supply	43.61%
O'REILLY AUTO PARTS	31.15%
PETCO	37.55%
PETSMART	28.25%
RALPHS	36.60%
RITE AID	15.07%
SEARS	32.63%
SPORTS AUTHORITY	20.99%
STATER BROS	40.30%
TARGET	21.24%
TOYS R US	19.38%
VONS	33.94%
WALGREENS	34.73%
WALMART	25.99%

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## LOS ANGELES

Retailer	Savings
YANKEE CANDLE	13.76%

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## OMAHA

Retailer	Savings
Advent Card Stores	15.08%
AUTO ZONE	36.67%
BAG-N-SAVE	20.12%
BAKERS	22.11%
BARNES AND NOBLE	-28.00%
BASS PRO SHOP	11.77%
BED BATH AND BEYOND	26.16%
BEST BUY	21.58%
BUCKY'S	23.17%
CASEYS	13.07%
COACH	15.83%
CVS	20.64%
DICKS SPORTING GOODS	19.16%
DILLARDS	29.41%
FINISH LINE	27.27%
FOSSIL	25.00%
HOME DEPOT	0.00%
HVVEE	25.51%
JCPENNEY	29.26%
KMART	24.11%
KOHL'S	31.19%
KROGER	18.45%
LENS CRAFTERS	23.39%
LINENS N THINGS	28.69%
OFFICE DEPOT	58.45%
PETCO	29.40%
PETSMART	18.52%
PRINCETON SPORTS	38.59%
REGENCY GIFT & GOURMET	22.94%
SHELLS SPORTS STORE	19.98%
SEARS	40.18%
SHOPKO	30.99%
SPORTS AUTHORITY	20.02%
SUPER SAVER	26.38%
TARGET	17.35%
TOYS R US	24.69%
VON MOUR	28.00%

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## OMAHA

Retailer	Savings
WALGREENS	30.14%
WALMART	20.82%
YANKEE CANDLE	14.12%
YONKERS	32.46%

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## PHOENIX

Retailer	Savings
7-ELEVEN	38.52%
ACE HARDWARE	25.09%
ALBERTSONS	34.23%
AUTO ZONE	38.94%
BARNES AND NOBLE	13.58%
BASHAS	41.06%
BED BATH AND BEYOND	16.04%
BEST BUY	25.70%
BIG 5	15.73%
COACH	21.27%
CVS	42.61%
DICKS SPORTING GOODS	18.73%
DILLARDS	19.35%
FINISH LINE	19.97%
FRY'S ELECTRONICS	20.78%
FRY'S GROCERY	22.47%
GNC	62.44%
GODIVA	30.76%
JCPENNEY	31.58%
KMART	13.90%
KOHL'S	28.94%
LINENS N THINGS	34.11%
LOWES	27.64%
MACYS	38.46%
OFFICE DEPOT	46.67%
PETCO	40.77%
PETSMART	25.35%
SAFEWAY	28.43%
SEARS	21.80%
SPORTS AUTHORITY	19.51%
SPORTS CHALET	15.84%
STAPLES	52.93%
SUNGLASS HUT	37.47%
TARGET	19.30%
TOYS R US	19.88%
WALGREENS	29.70%
WALMART	2.32%

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## TACOMA

Retailer	Savings
ACE HARDWARE	50.28%
ALBERTSONS	32.73%
BARNES AND NOBLE	5.56%
BARTELL DRUG	33.85%
BED BATH AND BEYOND	12.30%
BEST BUY	18.47%
CHAMPS SPORTS	14.99%
COACH	22.19%
DICKS SPORTING GOODS	18.87%
FAMOUS FOOTWEAR	14.99%
FRED MEYER	18.95%
GODIVA	30.00%
HALLMARK	12.41%
HOME DEPOT	47.21%
JCPENNEY	25.17%
JEWEL	27.14%
KMART	28.46%
KOHL'S	39.11%
MACYS	31.60%
NORDSTROM	21.11%
OFFICE DEPOT	34.93%
PETCO	32.83%
PETSMART	17.79%
QFC	33.02%
RITE AID	35.47%
SAFEWAY	27.23%
SEARS	18.65%
SPORTS AUTHORITY	19.33%
STAPLES	31.70%
SUNGLASS HUT	23.59%
TARGET	17.12%
TOYS R US	26.66%
ULTA 3	15.00%
WALGREENS	28.83%
WALMART	2.89%
YANKEE CANDLE	15.52%