

Savings by Market Retailer

With Sales Tax
 Without Sales Tax
 With Velocity
 Without Velocity

BALTIMORE

Retailer	Savings
7-ELEVEN	13.42%
ACE HARDWARE	51.63%
BABIES R US	7.18%
BARNES AND NOBLE	14.65%
BED BATH AND BEYOND	6.14%
BEST BUY	6.17%
BORDERS	14.65%
CHILDRENS SHOE STORE	24.04%
CIRCUIT CITY	12.52%
COACH	20.13%
CVS	23.07%
DICKS SPORTING GOODS	27.06%
EXXON	14.87%
FOOD LION	20.14%
GIANT	14.23%
HOME DEPOT	15.26%
JCPENNEY	24.64%
KB TOYS	11.51%
KMART	16.91%
KOHL'S	24.43%
LORD AND TAYLOR	19.89%
LOWES	15.56%
MACYS	21.85%
NORDSTROM	19.28%
OFFICE DEPOT	40.16%
PEP BOYS	31.03%
RITE AID	30.15%
ROYAL FARMS	33.47%
SAFEWAY	20.32%
SEARS	19.80%
Shell	19.76%
SKECHERS	20.97%
SPORTS AUTHORITY	28.10%
STAPLES	16.67%
SUNGLASS HUT	21.80%
SUPER FOODS	21.02%
Super Fresh	29.92%

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Retailer	Savings
TARGET	5.51%
TEXACO	29.88%
TOYS R US	23.01%
WALGREENS	25.67%
WAL-MART	3.31%

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FT. WALTON BEACH

Retailer	Savings
BABIES R US	17.89%
BED BATH AND BEYOND	8.14%
BELKS	48.33%
BEST BUY	10.17%
BOOKS A MILLION	20.32%
CIRCUIT CITY	9.51%
CVS	24.20%
DICKS SPORTING GOODS	10.55%
DILLARDS	49.97%
EXXON	31.68%
FILLUPS	8.03%
FINISH LINE	17.18%
FLYING J	30.91%
FOOT ACTION	20.44%
FOOT LOCKER	19.04%
GNC	45.01%
HEBBITS SPORTS	21.71%
JCPENNEY	34.56%
KB TOYS	22.76%
KMART	9.30%
KOHL'S	30.97%
LOWES	12.43%
OFFICE MAX	16.67%
O'Reilly Auto Parts	27.38%
PEP BOYS	30.08%
PUBLIX	16.56%
RACEWAY	12.53%
SEARS	18.58%
SHOE DEPARTMENT	27.46%
SHOE STATION	22.49%
SPORTS AUTHORITY	23.39%
STAPLES	16.67%
TARGET	7.50%
TOM THUMB	27.47%
TOYS R US	21.64%
VITAMIN SHOPPE	45.01%
VITAMIN WORLD	45.01%

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FT. WALTON BEACH

Retailer	Savings
WALGREENS	27.48%
WAL-MART	4.94%
WINN DIXIE	19.61%

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HAMPTON-NEWPORT NEWS

Retailer	Savings
7-ELEVEN	14.83%
ADVANCE AUTO	25.87%
BABIES R US	12.01%
BARNES AND NOBLE	1.33%
BELKS	29.40%
BEST BUY	10.88%
CARLTON CARD SHOP	20.32%
CIRCUIT CITY	5.46%
CITGO	30.49%
CVS	37.19%
DICKS SPORTING GOODS	21.06%
DILLARDS	19.67%
EXXON	2.88%
FARM FRESH	22.92%
FOOD LION	18.81%
GNC	45.01%
HARRIS TEETER	14.25%
HOME DEPOT	7.05%
JCPENNEY	15.72%
KMART	17.10%
KOHL'S	39.30%
KROGER	17.08%
LINENS N THINGS	15.45%
LOWES	13.61%
MACYS	21.76%
MILLER MART	26.85%
NORDSTROM	4.00%
OFFICE DEPOT	19.12%
PEP BOYS	25.78%
RITE AID	27.66%
SEARS	36.57%
SPORTS AUTHORITY	23.77%
SUNGLASS HUT	21.90%
TARGET	9.64%
TOYS R US	21.13%
WALGREENS	22.97%
WAL-MART	10.07%

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HAMPTON-NEWPORT NEWS

Retailer	Savings
WAWA	17.14%

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HONOLULU

Retailer	Savings
7-ELEVEN	35.54%
ABC FOOD	44.98%
APPLE STORE	18.31%
BEST BUY	6.02%
CIRCLE K	11.13%
CIRCUIT CITY	11.70%
COACH	20.13%
CVS	20.32%
DOONEY & BOURKE	20.00%
FOOD PANTRY	50.04%
FOOT LOCKER	20.47%
GNC	26.51%
GUESS	20.00%
HOME DEPOT	28.99%
JCPENNEY	30.42%
KMART	19.53%
LONGS	26.21%
MACYS	20.19%
NORDSTROM	22.11%
OFFICE DEPOT	46.59%
SAFEWAY	44.80%
SEARS	15.41%
SEPHORA	18.13%
SPORTS AUTHORITY	25.83%
TIMES	40.13%
TOYS R US	22.66%
WALGREENS	30.06%
WAL-MART	15.18%

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KILLEEN

Retailer	Savings
ACADEMY	20.17%
ACE HARDWARE	45.84%
AUTO ZONE	27.92%
BABIES R US	14.83%
BARNES AND NOBLE	5.57%
BEALLS	33.15%
BED BATH AND BEYOND	9.01%
BELKS	39.39%
BEST BUY	11.23%
BORDERS	10.02%
BURLINGTON	12.51%
CARLTON CARD SHOP	20.32%
Carquest	46.54%
CHEVRON	21.38%
CIRCUIT CITY	15.11%
COMPASS ACCESS CO	42.08%
CONN'S	29.00%
CVS	24.63%
DICKS SPORTING GOODS	23.64%
DILLARDS	19.94%
DOLLAR GENERAL	28.18%
DUNLAPS	55.96%
EXXON	21.04%
FOLEYS	17.76%
FOOT LOCKER	19.68%
GNC	45.01%
HEB	5.15%
HOME DEPOT	10.03%
HOME HARDWARE CENTER	26.04%
JCPENNEY	28.17%
KOHL'S	29.77%
LOWES	29.46%
MACYS	21.28%
NIEMAN MARCUS	22.85%
NORDSTROM	18.93%
OFFICE DEPOT	18.47%
OFFICE MAX	16.67%

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KILLEEN

Retailer	Savings
PAPER BEAR	23.40%
ROSS	16.07%
SEARS	40.12%
SHOE CARNIVAL	24.21%
SPORTS AUTHORITY	19.54%
SUNGLASS HUT	20.45%
TARGET	9.76%
TOYS R US	19.98%
VALERO	7.21%
VITAMIN PLUS	45.01%
WALGREENS	23.61%
WAL-MART	3.59%

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LOS ANGELES

Retailer	Savings
7-ELEVEN	20.12%
BABIES R US	8.54%
BARNES AND NOBLE	14.65%
BEST BUY	12.06%
BIG 5	9.13%
BURLINGTON	14.65%
CIRCUIT CITY	10.76%
CVS	26.10%
FOOT LOCKER	26.14%
GNC	36.96%
HOME DEPOT	4.97%
JCPENNEY	33.85%
KMART	15.45%
KOHL'S	31.72%
LOWES	39.54%
macys	33.73%
NORDSTROM	20.71%
PEP BOYS	32.18%
RALPHS	32.67%
RITE AID	25.35%
SEARS	17.35%
SPORTS AUTHORITY	19.79%
SPORTS CHALET	24.97%
STAPLES	28.37%
STATER BROS	24.97%
SUNGLASS HUT	22.87%
TARGET	7.21%
TOYS R US	19.31%
WALGREENS	22.24%
WAL-MART	7.05%

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OMAHA

Retailer	Savings
ACE HARDWARE	39.36%
ADVANCE AUTO	26.65%
AUTO ZONE	27.32%
AVANZA	5.65%
BABIES R US	14.59%
BABY DEPOT	47.34%
BAG N SAVE	20.09%
BAKERS	16.88%
BED BATH AND BEYOND	4.98%
BEST BUY	11.59%
Bucky's	39.44%
CIRCUIT CITY	5.52%
DICKS SPORTING GOODS	26.50%
DILLARDS	20.81%
Famous Footwear	14.99%
FOOT LOCKER	28.10%
GNC	45.01%
HOME DEPOT	5.58%
HYVEE	17.53%
JCPENNEY	37.71%
KB TOYS	11.21%
KMART	15.85%
KOHL'S	25.85%
KWIK SHOP	23.14%
LINENS N THINGS	10.59%
LOWES	15.63%
Nebraska Furniture Mart	31.04%
NEW BALANCE	15.15%
NO FRILLS	21.90%
OFFICE MAX	13.27%
O'Reilly Auto Parts	26.68%
QUICK TRIP	9.40%
RADIO SHACK	2.50%
SCHELLS SPORTS STORE	41.09%
SEARS	27.12%
SHOPKO	16.44%
SPEEDEE MART	28.72%

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OMAHA

Retailer	Savings
SPORTS AUTHORITY	20.09%
SUNGLASS HUT	28.41%
TARGET	9.31%
TOYS R US	18.39%
WALGREENS	23.63%
WAL-MART	4.53%
YONKERS	43.88%

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PHOENIX

Retailer	Savings
ACE HARDWARE	36.30%
ALBERTSONS	29.08%
AUTO ZONE	27.84%
BABIES R US	13.50%
BED BATH AND BEYOND	7.27%
BEST BUY	12.48%
BIG 5	21.30%
CABELLA'S	14.82%
CHECKER	37.51%
CIRCLE K	27.64%
CIRCUIT CITY	7.62%
COACH	20.11%
CVS	24.16%
DICKS SPORTING GOODS	22.71%
DILLARDS	21.39%
Food City	5.46%
FRYS	23.60%
HALLMARK	20.33%
HOME DEPOT	7.05%
JCPENNEY	13.49%
KB TOYS	17.33%
KMART	11.51%
KOHL'S	27.37%
LOWES	12.80%
MACYS	21.72%
MERVYNS	37.80%
NORDSTROM	18.77%
OFFICE DEPOT	16.67%
OFFICE MAX	18.61%
ON THE RUN	15.34%
PEP BOYS	32.31%
QUICK TRIP	1.45%
RADIO SHACK	18.31%
SEARS	32.06%
Sketcher Store	10.91%
SPORTS AUTHORITY	19.10%
SPORTS CHALET	16.14%

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PHOENIX

Retailer	Savings
STAPLES	4.34%
SUNGLASS HUT	54.60%
TARGET	11.87%
TOYS R US	27.61%
WALGREENS	18.85%
WAL-MART	6.62%

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TACOMA

Retailer	Savings
7-ELEVEN	10.02%
ALBERTSONS	33.47%
AM/PM	26.85%
AUTO ZONE	28.65%
BABIES R US	11.93%
BARNES AND NOBLE	18.90%
BARTELL DRUG	24.90%
BED BATH AND BEYOND	7.02%
BEST BUY	10.91%
BIG 5	26.97%
CHEVRON	21.75%
CIRCUIT CITY	5.84%
COACH	20.13%
FINISH LINE	4.51%
FRED MEYER	9.56%
GI JOES	22.72%
GOTTSCHALKS	20.00%
HOME DEPOT	7.05%
JCPENNEY	29.44%
JOES	32.28%
KMART	10.84%
KOHL'S	31.07%
LINENS N THINGS	15.56%
LOWES	8.21%
MACYS	21.87%
NORDSTROM	22.26%
OFFICE MAX	16.67%
QFC	35.34%
RITE AID	26.29%
SAFEWAY	31.67%
SCHUCKS	40.34%
SEARS	18.43%
Shell	10.80%
SPORTS AUTHORITY	16.15%
STAPLES	40.16%
SUNGLASS HUT	19.02%
Super Supplement	45.01%

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TACOMA

Retailer	Savings
TARGET	10.44%
TOYS R US	19.71%
WALGREENS	23.50%
WAL-MART	0.27%