



Zumiez Inc.

Safe Harbor Statement

Under the Private Securities Litigation Reform Act of 1995

Our presentation includes, and our response to various questions may include, forward-looking statements about the Company's revenues and earnings and about our future plans and objectives. Any such statements are subject to risks and uncertainties that could cause the actual results and the implementation of the Company's plans and operations to vary materially. These risks are discussed in the Company's filings with the S.E.C., including, without limitation, the company's latest annual and quarterly report on Form 10-K and 10-Q as filed with the Securities and Exchange Commission and available at www.sec.gov.

Zumiez: An Attractive and Unique Lifestyle Retailer

- Specialty retailer of action sports apparel, footwear, equipment and accessories
- Cater to young men and women between the ages of 12 and 24
- Focus on action sports lifestyles including skateboarding, surfing, snowboarding, BMX and motocross
- Offer a broad and relevant selection of popular brands and styles
- Unique culture and integrated marketing based on a passion for the action sports lifestyle
- 338 stores in 31 states, primarily mall-based

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Annual Objectives – 2008 and beyond

Strategic Goals

Bring the independent specialty store to the mall:

Drive Comparable Store Sales; 5-year average comp is 10%

Open New Stores:

Annual Objective

Interactive store environment – “organized chaos”

Successful Couch Tour, with 12 stops

Great sales experience

FY 2005 +14.2%

FY 2006 +13.0%

FY 2007 +9.2%

YTD Sept. 2008 (2.1%)

On plan for 57 new stores in 2008

2008 – planned to operate in 31 states, including 4 new states

800 stores in the United States



Long Term Objectives

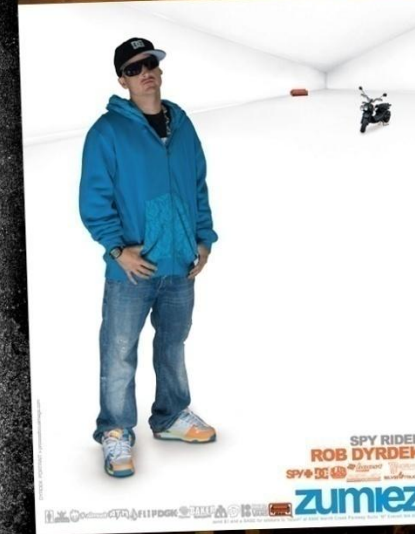
- Continue to enhance our culture as we grow
- Grow – provide opportunity for competitive staff
- Focus on brands
- Invest – through training and technology in advance of growth



Video

Video

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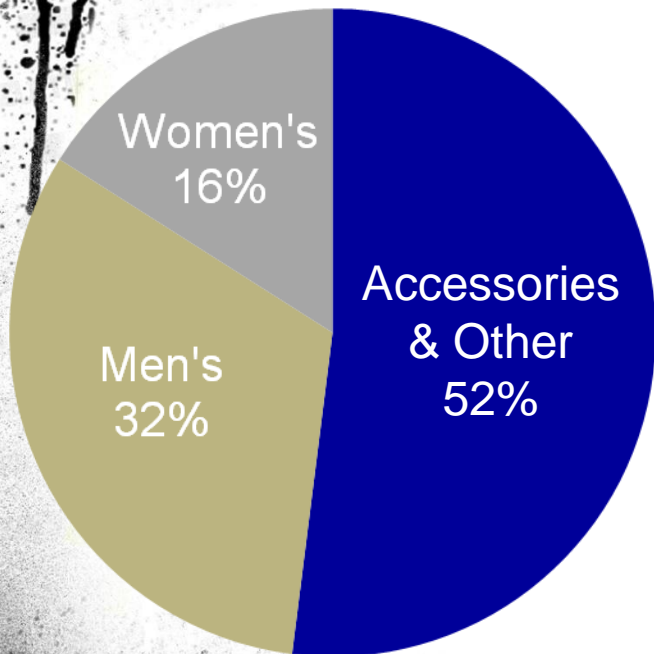
Zumiez Culture: Developing Our Employees

- Deep-rooted passion for action sports lifestyle
- Attract and retain high quality employees who are enthusiastic and knowledgeable about the products we sell
- Zumiez University: Intense focus on employee and manager training
- Empower our store managers to make business decisions and reward success
- All of our district and regional managers began as store associates or store managers



Differentiated Merchandising Strategy

Fiscal 2007 Merchandise Mix



- Extensive selection of current and relevant action sports brands
- Mix of softgoods and hardgoods affirms credibility with customers
- Identify evolving fashion trends and quickly respond with a relevant merchandise assortment
- Strategic use of private label merchandise
- Merchandise mix trends are consistent



Substantial Growth Opportunities

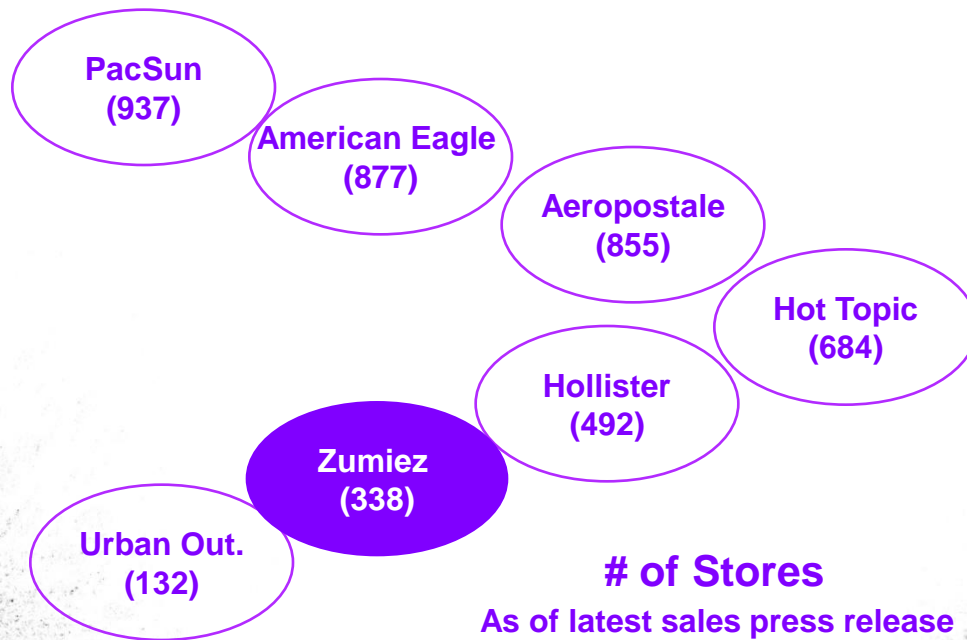
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Exceptional Store Expansion Opportunities

- Zumiez is in the early phase of store expansion with the potential to grow to 800 stores

In the Sweet Spot of Growth Cycle



of Stores
As of latest sales press release

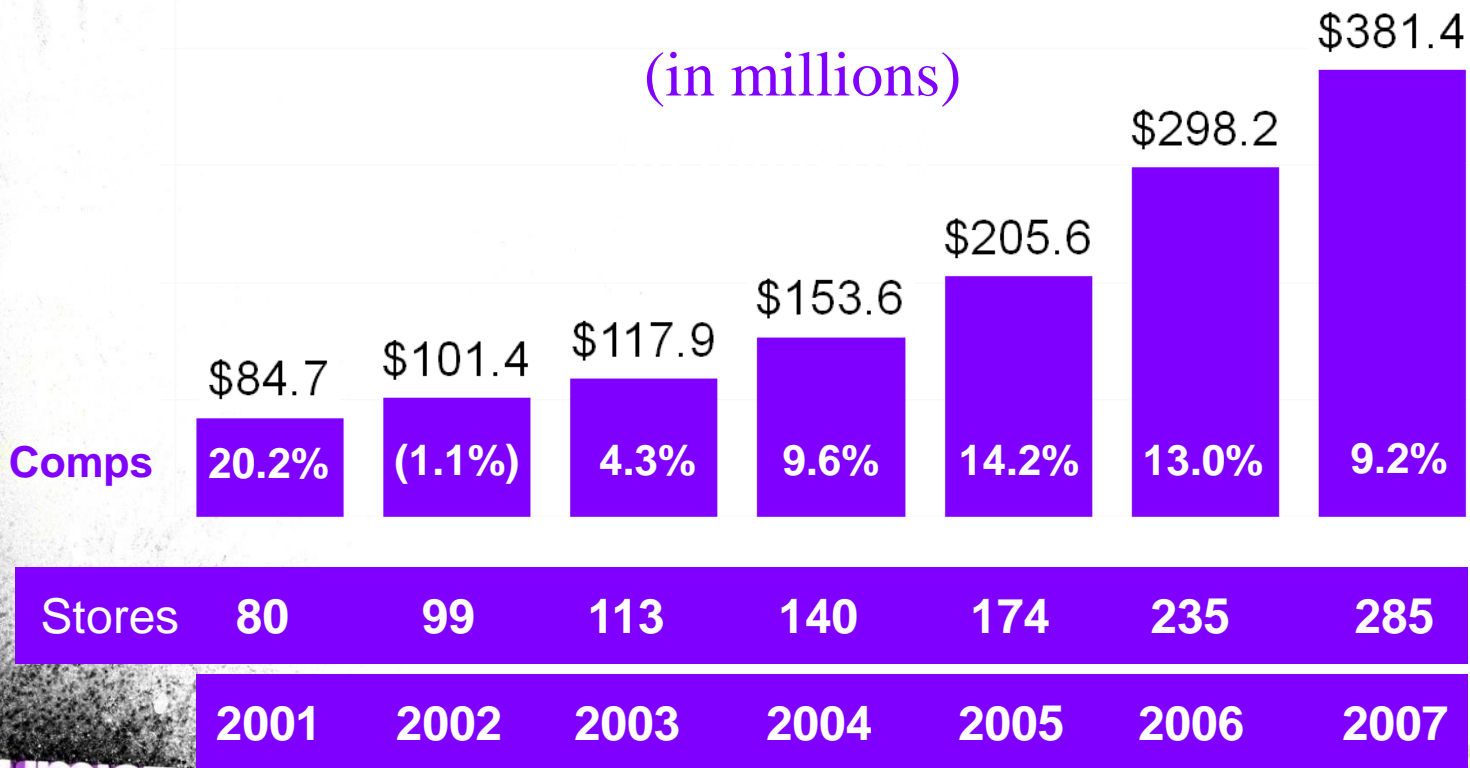


Strong Financial Track Record



Demonstrated Track Record Of Sales Growth

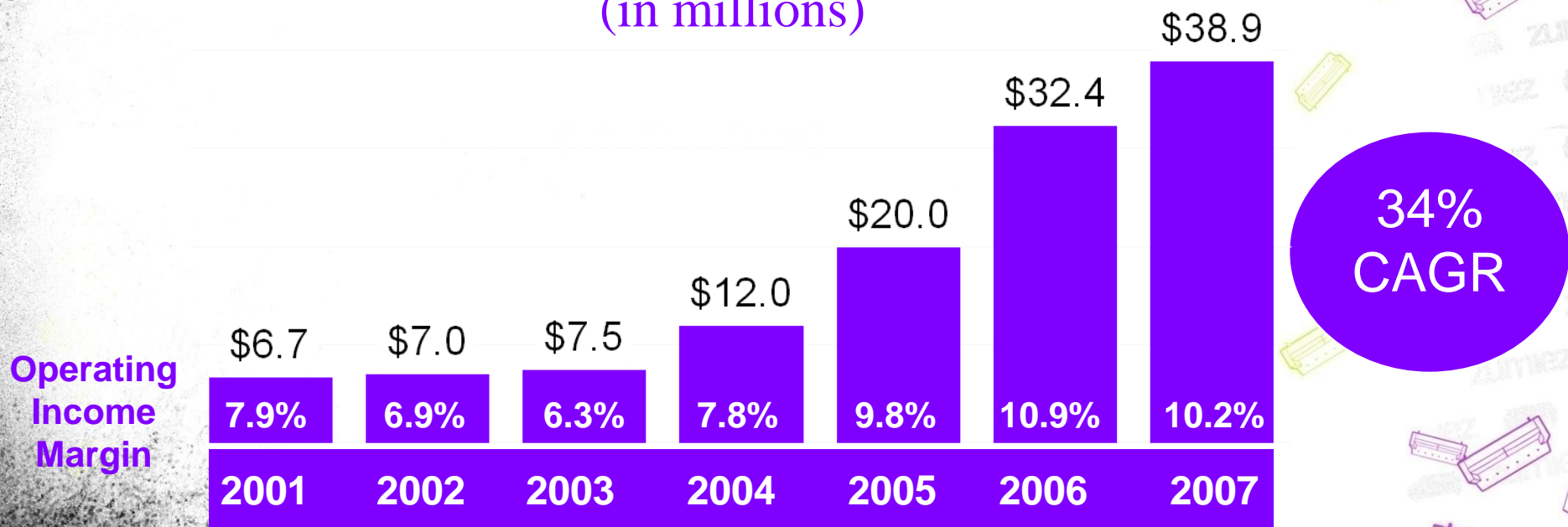
- Consistent execution of growth strategy demonstrated through rapid growth in sales and store count



Historical Track Record Of Increasing Operating Income

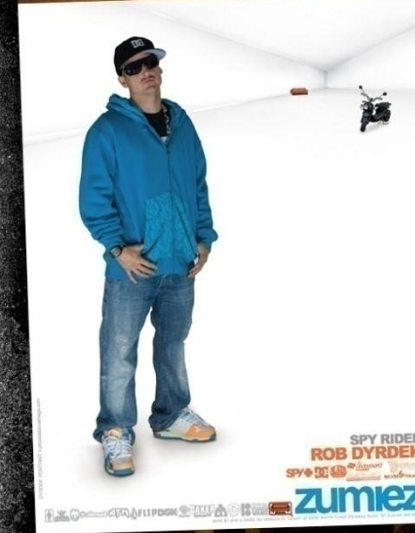
- Excellent long-term track record of improving operating income as well as sales
- Zumiez has been profitable every year of its existence

(in millions)



Second Quarter 2008 Year-to-Date Highlights

- Sales up 13.4% to \$171.0 million; comps (1.3%)
- Three-year cumulative comp of 26%
- Added 58 new stores since the second quarter of 2007
- Diluted EPS was \$0.14 vs. \$0.16 last year
- Strong balance sheet:
 - \$68.4 million in cash and marketable securities; +100% from Q2 2007
 - \$72.1 million in inventory; down 6% on per square foot basis vs. Q2 2007
 - No debt
- Strong increase in cash flow from operations - \$15.7 for the second quarter of 2008 vs. (\$6.7) in the second quarter of 2007



Investment Highlights

- Focus On The Large And Growing Action Sports Segment
- Highly Differentiated Retail Concept – Bringing The Independent Store To The Mall
- Deep Rooted Culture That Drives Performance
- High Impact, Integrated Marketing Approach
- Substantial Growth Opportunities in Both Sales and Operating Profit
- Disciplined Operating Philosophy and Proven Management Team
- Strong Financial Track Record

