

Monthly Sales and Store Count

(53 weeks)

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Sales \$	FY08	FY07	FY06	FY05	FY04	FY03	FY02	FY01	FY00	FY99
Feb	\$ 105.5	\$ 113.6	\$ 98.7	\$ 83.5	\$ 67.2	\$ 41.6	\$ 33.2	\$ 24.2	\$ 13.6	\$ 9.5
Mar	162.1	191.2	157.3	129.0	102.4	67.9	50.3	36.9	24.0	14.5
Apr	142.0	148.7	136.0	114.7	87.2	59.6	46.9	32.1	19.0	12.4
May	141.4	155.0	141.1	117.1	90.2	59.8	44.0	31.0	20.4	11.5
Jun		159.6	153.3	131.0	93.6	65.9	46.5	32.8	23.4	14.7
Jul		121.4	110.2	94.8	71.1	47.7	34.6	25.8	16.7	10.6
Aug		118.8	112.2	101.5	76.9	56.3	39.5	28.2	18.3	11.0
Sep		175.9	164.5	143.1	106.4	86.0	54.5	36.2	27.8	16.4
Oct		121.2	125.3	114.0	86.5	68.2	43.3	29.5	22.9	12.7
Nov		133.6	127.3	111.4	88.7	69.2	44.9	32.8	21.4	14.5
Dec		181.6	193.2	172.6	128.5	91.0	56.5	39.8	28.8	17.4
Jan		90.0	\$125.8	\$ 91.7	\$ 68.3	\$ 55.3	\$ 36.9	\$ 28.9	\$ 22.8	\$ 9.8

Store Count		FY07	FY06	FY05	FY04	FY03	FY02	FY01	FY00	FY99
Feb	1,035-327-69 * (3)	922-272-50* (3)	780-206-16-12* (1)	665-164-10* (1)	551-116* (1)	380	313	250	200	163
Mar	1,050-333-71* (1)	938-281-53* (1)	786-208-16-12* (1)	674-171-10* (1)	560-122* (1)	400	319	251	204	167 (1)
Apr	1,056-336-71* (1)	952-285-58* (1)	791-211-18-11* (2)	683-174-10* (2)	571-126* (2)	406	324	259 (1)	207 (1)	169 (1)
May	1,063-340-71*	951-286-61* (8)	799-217-19-11* (1)	698-183-10* (1)	580-132* (1)	409	326	262	210	170
Jun		952-285-63* (2)	805-221-20-11* (2)	705-185-10* (2)	584-132* (3)	412	331	265	214 (1)	176
Jul		958-289-64*	806-221-21-11* (2)	708-185-10* (2)	590-137* (1)	415	336	273	216	177
Aug		966-292-65*	828-228-27-11* (1)	712-186-10* (1)	605-141-8* (1)	417 (1)	341	276	219	178 (1)
Sep		981-298-66*	841-232-31-10* (1)	724-191-11* (1)	613-143-10* (1)	536-110* (1)	352	282 (1)	227	182
Oct		1,004-309-68* (1)	871-249-37-10* (1)	743-197-14* (1)	636-151-10* (1)	541-110* (1)	359	290	233	186
Nov		1,037-326-70*	901-261-47-10* (1)	757-202-15* (1)	655-158-10* (2)	548-111* (1)	372	303	242	196
Dec		1,037-327-71* (3)	907-263-49-10* (1)	763-204-15* (1)	655-159-10* (1)	547-111* (1)	375	303 (1)	245 (1)	198
Jan		1,038-328-69* (3)	920-270-52-10* (1)	763-204-15* (1)	657-160-10* (1)	557-114* (2)	378	311	250	200

* First # is total stores, 2nd # is White House | Black Market stores, and 3rd # is Soma Intimates

Net Selling Sq Ft (000's) (Company stores only)

FY07 1st Q	2,482 (658 White House Black Market, 137 Soma Intimates)
FY07 YE	2,402 (631 White House Black Market, 133 Soma Intimates)
FY07 3rd Q	2,289 (585 White House Black Market, 130 Soma Intimates)
FY07 2nd Q	2,131 (523 White House Black Market, 121 Soma Intimates)
FY07 1st Q	2,090 (508 White House Black Market, 112 Soma Intimates, 12 Fitigues)
FY06 YE	1,954 (466 White House Black Market, 106 Soma Intimates, 13 Fitigues)
FY06 3rd Q	1,797 (410 White House Black Market, 79 Soma Intimates, 13 Fitigues)
FY06 2nd Q	1,602 (342 White House Black Market, 49 Soma Intimates, 14 Fitigues)
FY06 1st Q	1,551 (319 White House Black Market, 42 Soma Intimates, 14 Fitigues)
FY05 YE	1,490 (303 White House Black Market, 36 Soma Intimates)
FY05 3rd Q	1,429 (282 White House Black Market, 33 Soma Intimates)
FY05 2nd Q	1,334 (260 White House Black Market, 23 Soma Intimates)
FY05 1st Q	1,280 (240 White House Black Market, 23 Soma Intimates)
FY04 YE	1,227 (216 White House Black Market, 23 Soma Intimates)
FY04 3rd Q	1,179 (202 White House Black Market, 23 Soma Intimates)
FY04 2nd Q	1,074 (179 White House Black Market)
FY04 1st Q	1,028 (157 White House Black Market)
FY03 YE	1,000 (136 White House Black Market)
FY03 3rd Q	951 (131 White House Black Market)
FY03 2nd Q	786
FY03 1st Q	761
FY02 YE	692 (1/03)
FY02 3rd Q	650
FY02 2nd Q	600
FY02 1st Q	569
FY01 YE	535 (1/02)
FY01 3rd Q	492
FY01 2nd Q	443
FY01 1st Q	407
FY00 Y/E	388 (1/01)
FY00 3rd Q	352
FY00 2nd Q	317
FY00 1st Q	295
FY99 Y/E	278 (1/00)
FY99, 3rd Q	251
FY99, 2nd Q	234
FY99, 1st Q	221
FY98 Y/E	206 (1/99)