

**VALUE CITY ANNOUNCES THE APPOINTMENT OF  
CHARLES RATH TO THE NEW POSITION OF EXECUTIVE  
VICE PRESIDENT AND CHIEF MARKETING OFFICER**

Columbus, Ohio --/ Sept 9/PR Newswire--Firstcall/-- Value City Department Stores, Inc. (NYSE: VCD) today announced that effective immediately a former Wendy's executive will lead its marketing efforts.

Charles W. Rath was named today to the new position of Executive Vice President and Chief Marketing Officer. "This is a major, positive step forward for our organization to attract the talent and experience of Mr. Rath who was so instrumental in the long-running success of Wendy's International," said John Rossler, President & CEO. "Charlie has one of the best track records of anyone in the business, the know-how and the hands-on experience with tough marketing problems to significantly impact our efforts both short and long-term," Rossler said. "He's an exceptional "people-person", has excellent communication skills, and is a team player," he added.

Rath, whose long running marketing relationship with Wendy's International dates back to the mid-seventies when Wendy's was in its most dramatic growth years. He was a principal player in all of the marketing and advertising programs from the company's early years, down through the enormous successes of Clara Peller's quest of the beef and most recently, was the principal architect of the long-running and highly successful Dave Thomas advertising campaign.

"While all of Wendy's marketing programs and in particular, the advertising, were highly visible and quite memorable, the key measure of their success was their ability to ring the cash register," Rath said.

Rath is a graduate of the University of Notre Dame and he and his wife Susie reside in Bexley, Ohio. Rath is active in many music-related programs and is the co-founder of the American School of Double Bass, and the Firehouse Jazz Society.

Value City Department Stores Inc., headquartered in Columbus, Ohio, operates 116 leading discount department stores under the names Value City and Schottenstein Stores, 127 DSW Shoe Warehouse stores, and 21 Filene's Basement stores and has buying offices in Columbus, Boston and Los Angeles.

SOURCE: Value City Department Stores, Inc.

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