

**Value City Department Stores Names Cliff Freeman and Partners
To Develop Branding Strategy**

Columbus, Ohio --/ Sept 12/PR Newswire--Firstcall/-- Value City Department Stores, Inc. (NYSE: VCD) announced today that Cliff Freeman and Partners in New York was named to take on a brand development assignment.

"I look to Cliff and his organization to help us re-energize our brand image, reassess our market position and help set the course for a more impactful future marketing effort" stated Charles W. Rath, Chief Marketing Officer. "In years past, I've worked with Cliff Freeman and his team on numerous projects and his track record is second to none. Time and again, he has proven to be an enormously creative resource for brands facing tough marketing situations" Rath concluded.

Cliff Freeman and Partners, is a three-time "A+ Award" winner of the American Association of Advertising Agencies and a six-time "Creative Agency of the Year" award winner. Their credentials include brand development, repositioning and sales building strategies for many highly successful brands including Little Caesars Pizza, Budget Car Rental and Staples Office Supplies.

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 20 Filene's Basement stores and has buying offices in Columbus, Boston and Los Angeles.

SOURCE: Value City Department Stores, Inc.

Contact: Jim McGrady, Chief Financial Officer - (614) 478-2300