

**RETAIL VENTURES, INC. REPORTS COMPARABLE STORE SALES INCREASE OF 10.6%
ON SEPTEMBER RETAIL SALES OF \$261.4 MILLION**

Columbus, Ohio --/ October 9/PR Newswire/-- Retail Ventures, Inc. (NYSE:RVI) announced today total sales for the five weeks ended October 4, 2003, increased 15.9% to \$261.4 million from \$225.4 million for the five weeks ended October 5, 2002. The company's same store sales increased 10.6% for the five week period.

Total sales for the thirty-five weeks ended October 4, 2003, increased 5.8% to \$1.66 billion from \$1.57 billion for the thirty-five weeks ended October 5, 2002. The company's same store sales increased 0.9% for the thirty-five week period.

Retail sales statistics are as follows:

	Five weeks ended (\$ in thousands)			
	October 4, 2003		October 5, 2002	
	\$	%	\$	%
Total Sales				
Value City Department Stores	\$138,236	52.9	\$129,112	57.3
DSW Shoe Warehouse	86,943	33.3	65,787	29.2
Filene's Basement	36,179	13.8	30,520	13.5
	\$261,358	100.0	\$225,419	100.0

Comparable Sales Percentage			
Value City Department Stores		7.1 %	(11.8)%
DSW Shoe Warehouse		16.9 %	1.2 %
Filene's Basement		13.9 %	(0.9)%
		10.6 %	(7.5)%

	Thirty-five weeks ended (\$ in thousands)			
	October 4, 2003		October 5, 2002	
	\$	%	\$	%
Total Sales				
Value City Department Stores	\$941,494	56.7	\$945,436	60.3
DSW Shoe Warehouse	518,810	31.3	425,542	27.1
Filene's Basement	199,262	12.0	198,132	12.6
	\$1,659,566	100.0	\$1,569,110	100.0

Comparable Sales Percentage			
Value City Department Stores		0.0 %	(5.2) %
DSW Shoe Warehouse		3.5 %	(0.5) %
Filene's Basement		0.1 %	1.9 %
		0.9 %	(3.4) %

Retail Ventures, Inc. is a leading off-price retailer with stores in 29 states concentrated in the Midwest, Northeast and Southeast. It currently operates 116 Value City Department Stores, 21 Filene's Basement stores and 136 better-branded DSW stores.

SOURCE: Retail Ventures, Inc.

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