

## RETAIL VENTURES, INC. REPORTS APRIL SALES

Columbus, Ohio --/ May 6/PR Newswire/-- Retail Ventures, Inc. (NYSE:RVI) announced today total sales for the four weeks ended May 1, 2004, increased 6.7% to \$219.6 million from \$205.8 million for the four weeks ended May 3, 2003. The company's same store sales decreased 0.2% for the four week period.

Total sales for the thirteen weeks ended May 1, 2004, increased 9.8% to \$646.3 million from \$588.5 million for the thirteen weeks ended May 3, 2003. The company's same store sales increased 4.2% for the thirteen week period.

Retail sales statistics are as follows:

	<u>Four weeks ended (\$ in thousands)</u>			
	<u>May 1, 2004</u>		<u>May 3, 2003</u>	
	\$	%	\$	%
<b>Total Sales</b>				
Value City Department Stores	\$110,307	50.2	\$116,347	56.5
DSW Shoe Warehouse	81,724	37.2	67,777	32.9
Filene's Basement	27,590	12.6	21,722	10.6
	<b>\$219,621</b>	<b>100.0</b>	<b>\$205,846</b>	<b>100.0</b>

<b>Comparable Sales Percentage</b>				
Value City Department Stores		(5.3)%		7.1 %
DSW Shoe Warehouse		5.3 %		(3.2)%
Filene's Basement		10.8 %		(9.5)%
		(0.2)%		2.0 %

	<u>Thirteen weeks ended (\$ in thousands)</u>			
	<u>May 1, 2004</u>		<u>May 3, 2003</u>	
	\$	%	\$	%
<b>Total Sales</b>				
Value City Department Stores	\$339,096	52.5	\$342,894	58.3
DSW Shoe Warehouse	227,277	35.1	183,051	31.1
Filene's Basement	79,927	12.4	62,587	10.6
	<b>\$646,300</b>	<b>100.0</b>	<b>\$588,532</b>	<b>100.0</b>

<b>Comparable Sales Percentage</b>				
Value City Department Stores		(1.1)%		(4.0)%
DSW Shoe Warehouse		10.6 %		(3.6)%
Filene's Basement		15.8 %		(8.1)%
		4.2 %		(4.4)%

Retail Ventures, Inc. is a leading off-price retailer currently operating 116 Value City Department Stores in the Midwest, mid-Atlantic and southeastern U.S., 24 Filene's Basement Stores in the Northeast and 152 better-branded DSW Shoe Warehouse Stores in major metropolitan areas throughout the country.

SOURCE: Retail Ventures, Inc.

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