

**RETAIL VENTURES, INC. REPORTS COMPARABLE STORE SALES INCREASE OF 10.5%  
ON FEBRUARY RETAIL SALES OF \$166.1 MILLION**

Columbus, Ohio --/ March 4/PR Newswire/-- Retail Ventures, Inc. (NYSE:RVI) announced today total sales for the four weeks ended February 28, 2004, increased 14.6% to \$166.1 million from \$145.0 million for the four weeks ended March 1, 2003. The company's same store sales increased 10.5% for the four week period.

Retail sales statistics are as follows:

	Four weeks ended (\$ in thousands)			
	February 28, 2004		March 1, 2003	
	\$	%	\$	%
<b>Total Sales</b>				
Value City Department Stores	\$93,943	56.5	\$88,739	61.2
DSW Shoe Warehouse	51,285	30.9	39,977	27.6
Filene's Basement	20,910	12.6	16,298	11.2
	<b>\$166,138</b>	<b>100.0</b>	<b>\$145,014</b>	<b>100.0</b>
<b>Comparable Sales Percentage</b>				
Value City Department Stores		5.9%		(11.2)%
DSW Shoe Warehouse		16.0%		(14.2)%
Filene's Basement		22.8%		(13.2)%
		<b>10.5%</b>		<b>(12.1)%</b>

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., 21 Filene's Basement Stores in the Northeast and 145 better-branded DSW Shoe Warehouse Stores in major metropolitan areas throughout the country.

SOURCE: Retail Ventures, Inc.

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