

**RETAIL VENTURES, INC. REPORTS COMPARABLE STORE SALES INCREASE OF 4.1%
ON MARCH RETAIL SALES OF \$260.5 MILLION**

Columbus, Ohio --/ April 8/PR Newswire/-- Retail Ventures, Inc. (NYSE:RVI) announced today total sales for the five weeks ended April 3, 2004, increased 9.6% to \$260.5 million from \$237.7 million for the five weeks ended April 5, 2003. The company's same store sales increased 4.1% for the five week period.

Total sales for the nine weeks ended April 3, 2004, increased 11.5% to \$426.7 million from \$382.7 million for the nine weeks ended April 5, 2003. The company's same store sales increased 6.5% for the nine week period.

Retail sales statistics are as follows:

	<u>Five weeks ended (\$ in thousands)</u>			
	<u>April 3, 2004</u>		<u>April 5, 2003</u>	
	\$	%	\$	%
Total Sales				
Value City Department Stores	\$134,846	51.8	\$137,807	58.0
DSW Shoe Warehouse	94,268	36.2	75,297	31.7
Filene's Basement	31,427	12.0	24,567	10.3
	\$260,541	100.0	\$237,671	100.0

Comparable Sales Percentage		
Value City Department Stores	(2.1)%	(7.4)%
DSW Shoe Warehouse	12.4 %	2.7 %
Filene's Basement	15.5 %	(3.0)%
	4.1 %	(4.4)%

	<u>Nine weeks ended (\$ in thousands)</u>			
	<u>April 3, 2004</u>		<u>April 5, 2003</u>	
	\$	%	\$	%
Total Sales				
Value City Department Stores	\$228,789	53.6	\$226,548	59.2
DSW Shoe Warehouse	145,553	34.1	115,275	30.1
Filene's Basement	52,337	12.3	40,865	10.7
	\$426,679	100.0	\$382,688	100.0

Comparable Sales Percentage		
Value City Department Stores	1.0 %	(8.9)%
DSW Shoe Warehouse	13.7 %	(3.9)%
Filene's Basement	18.4 %	(7.4)%
	6.5 %	(7.5)%

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., 23 Filene's Basement Stores in the Northeast and 150 better-branded DSW Shoe Warehouse Stores in major metropolitan areas throughout the country.

SOURCE: Retail Ventures, Inc.

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