

RETAIL VENTURES, INC. REPORTS NOVEMBER RETAIL SALES

Columbus, Ohio --/ December 2/PR Newswire/-- Retail Ventures, Inc. (NYSE:RVI) announced today total sales for the four weeks ended November 27, 2004, increased 1.9% to \$258.9 million from \$254.0 million for the four weeks ended November 29, 2003. The company's same store sales decreased 5.3% for the four week period.

Total sales for the forty-three weeks ended November 27, 2004, increased 5.1% to \$2.24 billion from \$2.13 billion for the forty-three weeks ended November 29, 2003. The company's same store sales decreased 1.2% for the forty-three week period.

Retail sales statistics are as follows:

	<u>Four weeks ended (\$ in thousands)</u>			
	<u>November 27, 2004</u>		<u>November 29, 2003</u>	
	\$	%	\$	%
Total Sales				
Value City Department Stores	\$144,587	55.8	\$160,054	63.0
DSW Shoe Warehouse	76,697	29.6	63,507	25.0
Filene's Basement	37,658	14.6	30,448	12.0
	<u>\$258,942</u>	<u>100.0</u>	<u>\$254,009</u>	<u>100.0</u>

Comparable Sales Percentage			
Value City Department Stores	(9.7)%		(0.4)%
DSW Shoe Warehouse	3.1 %		9.5 %
Filene's Basement	2.7 %		6.7 %
	<u>(5.3)%</u>		<u>2.2 %</u>

	<u>Forty-three weeks ended (\$ in thousands)</u>			
	<u>November 27, 2004</u>		<u>November 29, 2003</u>	
	\$	%	\$	%
Total Sales				
Value City Department Stores	\$1,147,327	51.3	\$1,214,863	57.1
DSW Shoe Warehouse	788,185	35.2	654,653	30.8
Filene's Basement	301,122	13.5	258,258	12.1
	<u>\$2,236,634</u>	<u>100.0</u>	<u>\$2,127,774</u>	<u>100.0</u>

Comparable Sales Percentage			
Value City Department Stores	(5.5)%		(0.4)%
DSW Shoe Warehouse	4.4 %		4.6 %
Filene's Basement	6.1 %		1.3 %
	<u>(1.2)%</u>		<u>1.1 %</u>

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., 26 Filene's Basement Stores in the Northeast and 170 better-branded DSW Shoe Warehouse Stores in major metropolitan areas throughout the country.

SOURCE: Retail Ventures, Inc.

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