

**RETAIL VENTURES, INC. REPORTS COMPARABLE STORE SALES INCREASE OF 1.5%
ON FEBRUARY RETAIL SALES OF \$182.6 MILLION**

Columbus, Ohio --/ March 3/PR Newswire/-- Retail Ventures, Inc. (NYSE:RVI) announced today total sales for the four weeks ended February 26, 2005, increased 9.9% to \$182.6 million from \$166.1 million for the four weeks ended February 28, 2004. The company's same store sales increased 1.5% for the four week period.

Retail sales statistics are as follows:

	<u>Four weeks ended (\$ in thousands)</u>			
	<u>February 26, 2005</u>		<u>February 28, 2004*</u>	
	\$	%	\$	%
Total Sales				
Value City Department Stores	\$90,633	49.6	\$94,178	56.7
DSW Shoe Warehouse	67,794	37.1	52,597	31.7
Filene's Basement	24,178	13.3	19,363	11.6
	<u>\$182,605</u>	<u>100.0</u>	<u>\$166,138</u>	<u>100.0</u>
Comparable Sales Percentage				
Value City Department Stores		(4.0)%		5.9%
DSW Shoe Warehouse		10.3 %		16.8%
Filene's Basement		4.1 %		21.5%
		<u>1.5 %</u>		<u>10.5%</u>

*Business segments were realigned at the beginning of fiscal 2005 to reflect how the company establishes strategic goals and manages the business. The realignment resulted in the Filene's Basement shoe business being included within the DSW Shoe Warehouse segment. The fiscal 2004 presentation has been restated to conform with this realignment.

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 175 better-branded DSW Shoe Warehouse Stores in major metropolitan areas throughout the country. DSW also supplies, under supply arrangements, to 202 locations for other non-related retailers in the United States.

SOURCE: Retail Ventures, Inc.

Contact: Jim McGrady, Chief Financial Officer - (614) 478-2208