

RETAIL VENTURES, INC. REPORTS FOURTH QUARTER AND YEAR END SALES

Columbus, Ohio --/ February 5/PR Newswire/-- Retail Ventures, Inc. (NYSE:RVI) announced today that total sales for the thirteen weeks ended January 31, 2009 increased 0.8% to \$455.5 million from \$452.0 million for the thirteen weeks ended February 2, 2008. The company's same store sales decreased 7.9% for the comparable thirteen week period.

Total sales for the fifty-two weeks ended January 31, 2009 increased 0.7% to \$1.89 billion from \$1.87 billion for the fifty-two weeks ended February 2, 2008. The company's same store sales decreased 5.1% for the comparable fifty-two week period.

Retail sales statistics are as follows:

	Fiscal Quarter ended (\$ in thousands)			
	January 31, 2009		February 2, 2008	
	\$	%	\$	%
<u>Total Sales</u>				
DSW	\$348,150	76.4%	\$332,520	73.6%
Filene's Basement	107,318	23.6%	119,513	26.4%
	\$455,468	100.0%	\$452,033	100.0%
<u>Comparable Sales Percentage</u>				
DSW		(7.2)%		(1.7)%
Filene's Basement		(9.8)%		4.8 %
		(7.9)%		(0.1)%

	Fiscal Year ended (\$ in thousands)			
	January 31, 2009		February 2, 2008	
	\$	%	\$	%
<u>Total Sales</u>				
DSW	\$1,462,944	77.6%	\$1,405,615	75.1%
Filene's Basement	422,099	22.4%	466,289	24.9%
	\$1,885,043	100.0%	\$1,871,904	100.0%
<u>Comparable Sales Percentage</u>				
DSW		(5.9)%		(0.8)%
Filene's Basement		(2.6)%		3.6 %
		(5.1)%		0.3 %

The company plans to discontinue its practice of reporting sales on the first Thursday after the close of the quarter. Beginning in the first quarter of fiscal 2009, Retail Ventures, Inc. will report sales closer in time to when it releases its operating results for that period.

Retail Ventures, Inc. is a holding company whose subsidiaries, DSW and Filene's Basement, operate retail stores. DSW is a leading United States branded footwear specialty retailer operating, as of January 31, 2009, 298 shoe stores in 37 states. DSW also supplies shoes, under supply agreements, to 341 locations for other non-related retailers in the United States and operates dsw.com. Filene's Basement is an off-price retailer operating, as of January 31, 2009, 36 Filene's Basement stores in major metropolitan areas in the northeastern and midwestern United States.

SOURCE: Retail Ventures, Inc.

Contact: Jim McGrady, Chief Financial Officer - (614) 238-4105