

For Immediate Release

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America's Research Group & Inmar Christmas & Holiday Shopping News

Retail Winners & Losers of 2013

Only 3 Retailers Retain 70% or More Customer Base 12 Retailers Gave Up Over 40% of Their Shoppers

Walmart Top Winner Barnes & Noble Biggest Loser

Charleston, SC / Winston-Salem, NC (December 23, 2013) – America's Research Group and Inmar's retail report released today, based on the research concluded Sunday, December 22, 2013, reveals the retail **Winners and Losers of 2013**. Of the 24 retailers surveyed only three retained 70% or more of their customer base, with Walmart topping the list at 88.1% followed closely by Dollar Tree at 80.4%, and Target at 72.1%. The bottom five retailers on this year's Losers list are Barnes & Noble (43.9%), Costco, (49.4%), Marshalls (50%), Toys R Us (53.1% and Lowe's (56%).

"The key to retailing success is retaining at least 70% or more customer base," says Britt Beemer, Chairman and CEO of America's Research Group. "The research shows that most retailers did a lousy job of keeping their customers home this year. In fact, only two, Walmart and Dollar Tree, did an exceptional job this season."

"In previous years, we've seen seven or more retailers do well. If you're losing 50% of your customers, you're in grave trouble and your long-term future is doubtful," says Beemer. "Two-thirds of retailers got failing grades this year and had better seriously review their merchandising and advertising strategies if they want to stay in the game."

Complete List of Retail Winners & Losers of the Holiday Shopping Season:

(percentages represent retained customer base)

TOP FIVE

- 1 WALMART - 88.1%
- 2 DOLLAR TREE - 80.4%
- 3 TARGET - 72.1%
- 4 WALGREENS - 69.3%
- 5 MACY'S - 68.2%

- 6 SEARS - 67.8%
- 7 BIG LOTS - 66.3%
- 8 KOHL'S - 64.5%
- 9 ROSS - 64.0%
- 10 CVS - 63.4%
- 11 JC PENNEY - 61.4%
- 11 AMAZON - 61.4%
- 13 THE GAP - 59.6%
- 14 SAM'S CLUB - 58.8%
- 15 TJ MAXX - 58.4%
- 15 HOME DEPOT - 58.4%
- 17 AMERICAN EAGLE - 57.9%
- 18 OLD NAVY - 57.2%
- 19 BEST BUY - 56.6%

BOTTOM FIVE

- 20 LOWE'S - 56.0%
- 21 TOYS R US - 53.1%
- 22 MARSHALLS - 50.0%
- 23 COSTCO - 49.4%
- 24 BARNES & NOBLE - 43.9%

The ARG/Inmar research consisted of 1000 telephone interviews conducted December 20-22, 2013 at ARG headquarters in Charleston, SC. The error factor is plus or minus 3.8%. This concludes the most extensive study of Christmas shoppers by any research firm in America – seven national surveys from the first of November through this past weekend. The next ARG/Inmar shopping survey will be conducted in October 2014. The surveys will continue every week through the shopping season of 2014.

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About America's Research Group

America's Research Group, one of the nation's foremost consumer research and strategic marketing firms, marked its 30th anniversary in 2009. CEO Britt Beemer is a key resource and advisor to leading brands and top retailers. He is author of *The Customer Rules*, published by McGraw-Hill. Britt Beemer is a winner of the 2012 American Business Award for Executive of the Year - Business Services and Company of the Year - Business Services. www.argconsumer.com

About Inmar

Inmar is a technology company that operates intelligent commerce networks. Our platforms connect offline and online transactions in real time for leading retailers, manufacturers and trading partners across multiple industries which rely on Inmar to securely manage billions of dollars in transactions. Our Promotions, Supply Chain and Healthcare platforms enable commerce, generate meaningful data and offer growth-minded leaders actionable analytics and execution with real-time visibility. Founded in 1980, Inmar is headquartered in Winston-Salem, North Carolina with locations throughout the United States, Mexico and Canada. www.inmar.com