

# TWICE

This Week  
In Consumer  
Electronics



**TWICE**

**TOP 100**

**MAJOR**

**APPLIANCE**

**RETAILERS**

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**# 1** \$7.51B



**# 2** \$5.37B



**# 3** \$3.54B



**# 4** \$1.76B



**# 5** \$722M

## Top 100 Major Retailers Manage 5.5% Increase In 2010 Sales

By Alan Wolf

**NEW YORK** – It was no easy feat.

But in a market that many dealers described as the worst ever in memory, the 100 largest major appliance merchants managed to post a cumulative 5.5 percent increase in white-goods sales last year, to \$24.3 billion, readily besting the prior year's 3.7 percent decline.

The tally comes courtesy of TWICE's annual Top 100 Appliance Retailers Report, which was prepared with market research partner The Stevenson Company and covers more than 90 percent of U.S. majap sell-through.

Topping the charts again with \$7.5 billion in white-goods sales is perennial favorite **Sears**, although its decade-long market-share slide continued in 2010. Second-place **Lowe's** narrowed the gap to just more than \$2 billion by more than doubling Sears' sales pace, and

together with No. 3 **The Home Depot** and No. 15 **Menards** widened the home-improvement channel's industry-topping lead to a 37.4 percent share of Top 100 sales.

Following the Big Three are:

- **Best Buy**, which edged up 2.7 percent to \$1.8 billion, but is looking to pick up the pace by expanding its test of Pacific Sales in-store appliance departments from eight to 30 boxes next year, and by employing the departments' labor and operating model in 350 locations;
- **Walmart**, which sold \$722 million worth of ACs and microwave ovens last year;
- **hhgregg**, which added 46 stores and 26 percent more majap dollar volume; and
- **P.C. Richard & Son**, the family-held New York metro chain that has streamed into Connecticut with seven locations to fill the vacuum left by Bernie's, and opened a second major distribution center to support its New Jersey and Philadelphia stores.

Taken together, the Top 10 majap merchants, which also includes **BrandsMart USA**, **Costco** and **Target**, accounted for 85 percent of Top 100 revenue last year.

Joining the Top 100 rankings in 28th place is **Amazon.com**, which grew its nascent appliance business 20 percent to \$62 million in such brands as Electrolux, Frigidaire, GE, LG, Miele and Whirlpool. While much of that business is done by third-party sellers – including Top 100 dealers **Abt** and **Vann's** – Amazon is also direct-selling washers, refrigerators, ranges and dishwashers from Haier, Fagor and, most troubling for other dealers, Whirlpool's Amana brand.

Aside from adding new stores and SKUs, dealers also boosted sales through aggressive holiday promotions that reached a fever pitch on Black Friday, and by leveraging last year's \$300 million appliance rebate program, which was funded by the federal government and administered by states.

For others, like **John D. Marcella Appliances** (No. 84) in Schenectady, N.Y., the independent dealer overcame "the most difficult year in my 60 years in the appliance and TV business" by consolidating its two locations down to a single, newly constructed state-of-the-art store and limiting the number of SKUs it carries, stocks and displays. The less-is-more strategy, combined with tighter expense controls, increased training, additional store hours and heightened promotional activity, led to an 18 percent increase in sales last year, Marcella said.

## Methodology

**NEW YORK** – The TWICE Top 100 Major Appliance Retailers Report ranks the leading domestic white-goods dealers by sales of major appliances for the 2010 calendar year.

Sales figures are based on information that was supplied by retailers responding to a survey by TWICE and its research partner The Stevenson Company. Absent their input, estimates were developed from Stevenson's internal market tracking surveys (TraQline) and industry sizing based on wholesale shipment figures from the Association of Home Appliance Manufacturers (AHAM), average retail price points by products, housing market data and other sources.

All estimates were further refined and submissions vetted using public filings with the Securities and Exchange Commission (SEC), TWICE industry analyses, financial analysts' reports, published data and other sources. Sales figures for 2010 were then compared to 2009 sales tallies and adjusted if necessary to more closely track industrywide revenue growth.

Major appliance dealers must meet the following criteria to be considered for inclusion:

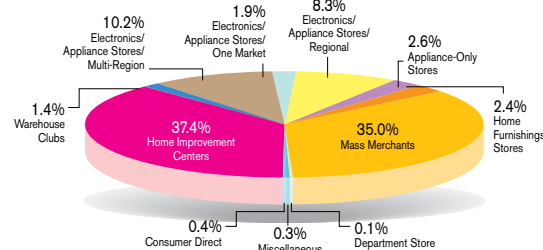
- sell new products directly to consumers;
- have brick-and-mortar retail stores or a significant online presence;
- sell major appliances as one of their principal lines of business;
- do not sell solely to the builder channel or to multi-family dwellings; and
- sell at least one of the following major appliance categories as defined by AHAM: washers, dryers, refrigerators, freezers, dishwashers, ranges, cooktops, wall ovens, microwave ovens, room air conditioners and dehumidifiers.

Sales are considered to be the revenue received for merchandise only, and which is sold solely through the retail channel.

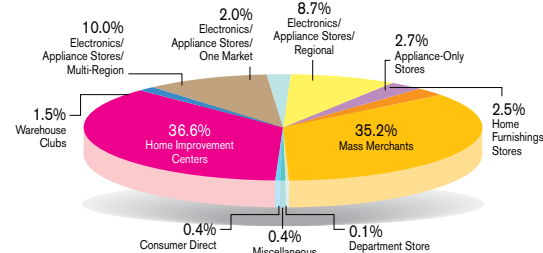
Stevenson, based in Louisville, Ky., has served the majap industry for the past 16 years, more recently adding CE to its service portfolio. Its TraQline syndicated quarterly survey of 150,000 shoppers measures retail purchases of consumer durables, and provides estimates of unit and dollar market share and other key data points.

## MAJAP SALES BY RETAIL CHANNEL

2010 Sales: \$24.29 billion



2009 Sales: \$23.02 billion



Source: TWICE market research

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**# 6** \$654M



**# 7** \$549M



**# 8** \$214M



**# 9** \$200M



**# 10** \$188M

RANK 2010	RANK 2009	STORE TYPE (a)	RETAILER	HEADQUARTERS	TOTAL MA SALES IN \$ MILLIONS (b)		% CHANGE (c)	NUMBER OF STORES	
					2010	2009		2010	2009
1	1	MM	Sears	Hoffman Estates, Ill.	\$7,508	\$7,192	4.4%	1,771	1,746
2	2	HIC	Lowe's	Mooresville, N.C.	\$5,365	\$4,904	9.4%	1,710	1,694
3	3	HIC	The Home Depot	Atlanta	\$3,538	\$3,356	5.4%	1,976	1,967
4	4	EA/N	Best Buy	Richfield, Minn.	\$1,758	\$1,712	2.7%	1,099	1,060
5	5	MM	Walmart	Bentonville, Ark.	\$722	\$666	8.3%	3,616	3,503
6	6	EA/N	hhgregg	Indianapolis	\$654	\$519	26.0%	173	127
7	7	EA/R	P.C. Richard & Son	Farmingdale, N.Y.	\$549	\$518	6.0%	65	57
8	8	EA/R	BrandsMart USA	Hollywood, Fla.	\$214	\$213	0.5%	9	9
9	10	WC	Costco Wholesale	Issaquah, Wash.	\$200	\$206	-3.0%	421	409
10	13	MM	Target	Minneapolis	\$188	\$174	8.0%	1,752	1,740
11	9	EA/R	Conn's	Beaumont, Texas	\$185	\$208	-11.1%	76	76
12	11	EA/R	Pacific Sales Kitchen & Bath Centers	Torrance, Calif.	\$180	\$179	0.5%	35	37
13	12	EA/R	ABC Warehouse	Pontiac, Mich.	\$167	\$178	-6.2%	45	44
14	14	EA/M	Abt Electronics and Appliances	Glenview, Ill.	\$164	\$162	1.1%	1	1
15	16	HIC	Menards	Eau Claire, Wash.	\$139	\$130	6.9%	286	252
16	15	HF	Nebraska Furniture Mart	Omaha, Neb.	\$137	\$132	4.0%	3	3
17	17	HF	American TV & Appliances	Madison, Wis.	\$129	\$123	5.0%	15	15
18	18	WC	Sam's Club	Bentonville, Ark.	\$116	\$115	1.0%	609	605
19	19	HF	R.C. Willey Home Furnishings	Salt Lake City	\$109	\$108	0.9%	13	13
20	22	HF	The Great Indoors	Hoffman Estates, Ill.	\$81	\$73	10.5%	12	12
21	20	MM	Kmart	Hoffman Estates, Ill.	\$80	\$82	-2.7%	1,279	1,304
22	21	AO/L	Appliance Direct	Melbourne, Fla.	\$75	\$78	-4.0%	8	16
23	25	EA/R	Grants Appliance	Joliet, Ill.	\$73	\$68	7.5%	11	10
24	26	EA/R	Howard's Appliance	La Habra, Calif.	\$69	\$67	3.5%	10	10
25	23	AO/L	ApplianceSmart	Minneapolis	\$69	\$71	-2.8%	19	19
26	28	EA/R	Orvilles Home Appliances	Lancaster, N.Y.	\$64	\$58	10.0%	4	4
27	24	EA/N	Fry's Electronics	San Jose, Calif.	\$63	\$68	-7.5%	34	34
28	NR	CD/I	Amazon.com	Seattle	\$62	\$52	19.6%	NA	NA
29	27	MS/PX	Army-Air Force Exchange	Dallas	\$56	\$63	-11.1%	160	160
30	33	AO/L	Standards of Excellence North	Rohnert Park, Calif.	\$55	\$49	11.0%	7	11
31	32	AO/L	Bray & Scarff	Laurel, Md.	\$54	\$50	7.6%	12	12
32	29	EA/R	Karl's Sales & Service	Fairfield, N.J.	\$53	\$53	0.0%	6	7
33	31	EA/R	Spencer's TV & Appliance	Tempe, Ariz.	\$52	\$52	0.5%	5	5
34	30	EA/R	Famous Tate	Tampa, Fla.	\$48	\$52	-7.7%	8	8

NR = Not ranked last year.

NA = Not applicable.

(a) Most store type codes were developed jointly by TWICE and the Consumer Electronics Association.

(b) All sales information, except for that supplied by publicly held companies that break out line-of-business sales for major appliances, is based on TWICE estimates.

(c) Total sales were rounded to millions, but percent change reflects unrounded totals.

Source: TWICE market research

AO/L = Appliance-only store

CD/I = Consumer direct/Internet shopping

DS = Department stores

D/G = Drug/Grocery stores

EA/M = Electronics/Appliance stores/One-market

EA/N = Electronics/Appliance stores/Multiregional

EA/R = Electronics/Appliance stores/Regional

HF = Home-furnishings stores

HIC = Home-improvement centers

MM = Mass merchants

MS/PX = Miscellaneous/Military exchanges

WC = Warehouse clubs

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					2010	2009		2010	2009
35	34	AO/L	Warners' Stellan Appliance	St. Paul, Minn.	\$46	\$43	6.4%	7	7
36	35	AO/L	Appliance Factory Outlet	Denver	\$42	\$38	10.5%	10	10
37	38	EA/R	Jetson TV & Appliance Centers	Ft. Pierce, Fla.	\$40	\$39	2.6%	5	5
38	41	HF	Badcock Home Furn. Ctrs & More	Mulberry, Fla.	\$38	\$37	2.0%	300	300
39	42	AO/L	Airport Home Appliance	Hayward, Calif.	\$38	\$37	2.0%	3	2
40	40	EA/R	Queen City Audio Video & Appliances	Charlotte, N.C.	\$38	\$38	0.0%	11	11
41	37	EA/R	Western Appliance TV & Stereo	San Jose, Calif.	\$38	\$41	-9.0%	4	6
42	39	HIC	Ferguson	Newport News, Va.	\$38	\$38	-2.3%	214	220
43	43	CD/I	AJ Madison	Brooklyn, N.Y.	\$36	\$32	12.0%	1	1
44	44	EA/M	County TV & Appliance	Stamford, Conn.	\$34	\$31	8.0%	1	1
45	45	EA/R	Karl's TV & Appliance	Gregory, S.D.	\$31	\$28	10.0%	21	19
46	48	EA/M	Leiberts Royal Green Appliance Ctr.	White Plains, N.Y.	\$27	\$26	4.5%	3	1
47	46	EA/R	Cowboy Maloney	Jackson, Miss.	\$27	\$26	3.8%	12	12
48	47	MS/PX	Navy Exchange	Virginia Beach, Va.	\$26	\$26	0.0%	104	104
49	49	EA/R	Grand Appliance & TV	Zion, Ill.	\$26	\$25	2.3%	12	10
50	54	EA/R	Plass Appliance	Addison, Ill.	\$25	\$23	10.2%	8	8
51	52	AO/L	Atherton Appliance and Kitchens	Redwood City, Calif.	\$25	\$24	3.5%	1	1
52	53	AO/L	Apsco Appliance Centers	Clearwater, Fla.	\$24	\$23	5.0%	3	3
53	50	DS	Boscov's	Reading, Pa.	\$24	\$24	-2.5%	39	39
54	61	EA/M	La Curacao	Los Angeles	\$22	\$20	12.0%	11	11
55	59	AO/L	Yale Appliance & Lighting	Boston	\$22	\$21	6.5%	1	1
56	57	EA/M	Aitoro Appliance and Electronics	Norwalk, Conn.	\$21	\$21	4.0%	1	1
57	55	EA/M	Filco Discount Centers	Folsom, Calif.	\$21	\$21	-2.0%	1	1
58	58	AO/L	Albert Lee Appliance Co.	Seattle	\$21	\$21	-0.1%	5	4
59	64	EA/R	Gerhard's	Glenside, Pa.	\$20	\$18	10.7%	5	5
60	62	WC	BJ's Wholesale Club	Natick, Mass.	\$20	\$19	6.3%	189	187
61	51	AO/L	University Electric	Santa Clara, Calif.	\$20	\$24	-16.7%	1	1
62	63	EA/R	Manny's TV & Appliances	Wilbraham, Mass.	\$20	\$18	7.3%	4	4
63	66	EA/R	Bill Smith Appliance & Electronics	Fort Myers, Fla.	\$19	\$18	7.0%	8	8
64	56	HF	Rosa's Home Stores	Cheektowago, N.Y.	\$18	\$21	-14.4%	1	1
65	67	EA/R	Handy TV & Appliance	Birmingham, Ala.	\$18	\$17	3.5%	16	18
66	73	AO/L	Warehouse Discount Center	Moorpark, Calif.	\$18	\$17	7.5%	6	6
67	65	EA/R	Big Sandy Superstores	Franklin Furnace, Ohio	\$18	\$18	-2.0%	19	18
68	72	HF	Olum's	Vestal, N.Y.	\$17	\$17	3.5%	4	4

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					2010	2009		2010	2009
69	69	EA/R	Alabama Power Appliance Center	Birmingham, Ala.	\$17	\$17	0.0%	87	87
70	60	EA/M	Vann's	Missoula, Mont.	\$17	\$20	-15.0%	8	7
71	70	EA/R	Van Vreede's	Appleton, Wis.	\$17	\$17	0.0%	3	3
72	71	EA/R	Baillio's Electronic & Appl. Connection	Albuquerque, N.M.	\$17	\$17	1.2%	2	2
73	74	HF	Charlotte Furniture and Appliance	Rochester, N.Y.	\$16	\$16	0.0%	1	1
74	68	EA/M	Judd & Black Appliance	Everett, Wash.	\$16	\$17	-5.9%	4	4
75	84	AO/L	Dick Van Dyke Appliance World	Springfield, Ill.	\$16	\$12	33.3%	4	3
76	76	AO/L	Appliance World - Wisconsin	Greenfield, Wis.	\$15	\$15	3.0%	3	1
77	78	AO/L	Reno's Appliances	Fairfield, N.J.	\$15	\$14	6.0%	2	2
78	77	HF	Colder's	West Allis, Wis.	\$15	\$14	4.0%	4	4
79	100	AO/L	Fred's Appliance	Madison, Ohio	\$14	\$12	17.9%	3	3
80	79	AO/L	Recker and Boerger	Cincinnati	\$14	\$14	-3.0%	3	3
81	82	EA/M	Art Handler's Appliance	Pleasantville, N.J.	\$13	\$13	3.0%	1	1
82	87	EA/M	Appliance Center of Toledo	Maumee, Ohio	\$13	\$12	12.6%	1	1
83	81	EA/M	Mr. Jay Appliance & TV	Williston Park, N.Y.	\$13	\$13	0.0%	1	1
84	86	EA/M	John D. Marcella Appliances	Schenectady, N.Y.	\$13	\$11	18.2%	1	2
85	80	EA/M	Jeff Lynch Appliance & TV Center	Greenville, S.C.	\$12	\$13	-5.0%	1	1
86	85	EA/M	Agren Appliance	Auburn, Maine	\$12	\$12	0.0%	5	5
87	83	EA/M	Plessers Appliances & Electronics	Babylon, N.Y.	\$12	\$12	-4.0%	1	1
88	88	EA/M	Oldfield's	Eugene, Ore.	\$11	\$12	-2.0%	3	3
89	91	EA/M	Midway Appliance	Victorville, Calif.	\$11	\$10	10.0%	1	1
90	89	AO/L	Southeast Steel	Orlando, Fla.	\$11	\$11	-3.8%	1	1
91	75	HF	Lack's Stores	Victoria, Texas	\$11	\$15	-28.4%	36	36
92	90	AO/L	Christie's Appliance	Tucson, Ariz.	\$10	\$11	-5.0%	3	3
93	93	HF	King's Great Buys Plus	Evansville, Ind.	\$10	\$9	9.0%	6	5
94	98	EA/M	B & B Appliance	Euclid, Ohio	\$10	\$9	7.5%	2	2
95	94	AO/L	Bob Wallace Appliance	Huntsville, Ala.	\$9	\$9	0.0%	2	1
96	92	EA/M	East Coast Appliance	Chesapeake, Va.	\$9	\$10	-9.7%	4	4
97	99	AO/L	Martin Appliance	Gainesville, Fla.	\$9	\$8	7.5%	2	4
98	NR	EA/M	Rosner's	West Palm Beach, Fla.	\$8	\$7	14.3%	1	1
99	96	EA/M	Urner's	Bakersfield, Calif.	\$8	\$9	-11.1%	1	1
100	97	AO/L	Aztec Appliance	San Diego	\$8	\$9	-13.0%	1	1
<b>Total</b>					<b>\$24,293</b>	<b>\$23,022</b>	<b>5.5%</b>		

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MM = Mass merchants

MS/PX = Miscellaneous/Military exchanges

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By Channel

RANK 2010	RETAILER	ESTIMATED MA SALES IN \$ MILLIONS		% OF TOTAL REGISTRY SALES	
		2010	REV. 2009	2010	2009
<b>Total Appliance-Only stores</b>		<b>\$628</b>	<b>\$611</b>	<b>2.6%</b>	<b>2.7%</b>
22	Appliance Direct	\$75	\$78	0.3%	0.3%
25	ApplianceSmart	\$69	\$71	0.3%	0.3%
30	Standards of Excellence North	\$55	\$49	0.2%	0.2%
31	Bray & Scarff	\$54	\$50	0.2%	0.2%
35	Warners' Stellan Appliance	\$46	\$43	0.2%	0.2%
36	Appliance Factory Outlet	\$42	\$38	0.2%	0.2%
39	Airport Home Appliance	\$38	\$37	0.2%	0.2%
51	Atherton Appliance and Kitchens	\$25	\$24	0.1%	0.1%
52	Apsco Appliance Centers	\$24	\$23	0.1%	0.1%
55	Yale Appliance & Lighting	\$22	\$21	0.1%	0.1%
58	Albert Lee Appliance Co.	\$21	\$21	0.1%	0.1%
61	University Electric	\$20	\$24	0.1%	0.1%
66	Warehouse Discount Center	\$18	\$17	0.1%	0.1%
75	Dick Van Dyke Appliance World	\$16	\$12	0.1%	0.0%
76	Appliance World - Wisconsin	\$15	\$15	0.1%	0.1%
77	Reno's Appliances	\$15	\$14	0.1%	0.1%
79	Fred's Appliance	\$14	\$12	0.1%	0.0%
80	Recker and Boerger	\$14	\$14	0.1%	0.1%
90	Southeast Steel	\$11	\$11	0.0%	0.0%
92	Christie's Appliance	\$10	\$11	0.0%	0.0%
95	Bob Wallace Appliance	\$9	\$9	0.0%	0.0%
97	Martin Appliance	\$9	\$8	0.0%	0.0%
100	Aztec Appliance	\$8	\$9	0.0%	0.0%
<b>Total Consumer Direct</b>		<b>\$98</b>	<b>\$84</b>	<b>0.4%</b>	<b>0.4%</b>
28	Amazon	\$62	\$52	0.3%	0.2%
43	AJ Madison	\$36	\$32	0.1%	0.1%
<b>Total Department Store</b>		<b>\$24</b>	<b>\$24</b>	<b>0.1%</b>	<b>0.1%</b>
53	Boscov's	\$24	\$24		
<b>Total Electronics/Appliance Stores/One Market</b>		<b>\$468</b>	<b>461</b>	<b>1.9%</b>	<b>2.0%</b>
14	Abt Electronics and Appliances	\$164	\$162	0.7%	0.7%
44	County TV & Appliance	\$34	\$31	0.1%	0.1%
46	Leiberts Royal Green Appliance Center	\$27	\$26	0.1%	0.1%
54	La Curacao	\$22	\$20	0.1%	0.1%
56	Aitoro Appliance and Electronics	\$21	\$21	0.1%	0.1%
57	Filco Discount Centers	\$21	\$21	0.1%	0.1%
70	Vann's	\$17	\$20	0.1%	0.1%
74	Judd & Black Appliance	\$16	\$17	0.1%	0.1%
81	Art Handler's Appliance	\$13	\$13	0.1%	0.1%
82	Appliance Center of Toledo	\$13	\$12	0.1%	0.1%
83	Mr. Jay Appliance & TV	\$13	\$13	0.1%	0.1%
84	John D. Marcella Appliances	\$13	\$11	0.1%	0.0%
85	Jeff Lynch Appliance & TV Center	\$12	\$13	0.1%	0.1%
86	Agren Appliance	\$12	\$12	0.0%	0.1%
87	Plessers Appliances & Electronics	\$12	\$12	0.0%	0.1%
88	Oldfield's	\$11	\$12	0.0%	0.1%
89	Midway Appliance	\$11	\$10	0.0%	0.0%
94	B & B Appliance	\$10	\$9	0.0%	0.0%
96	East Coast Appliance	\$9	\$10	0.0%	0.0%
98	Rosner's	\$8	\$7	0.0%	0.0%
99	Urner's	\$8	\$9	0.0%	0.0%
<b>Total Electronics/Appliance Stores/Multiregion</b>		<b>\$2,475</b>	<b>2,299</b>	<b>10.2%</b>	<b>10.0%</b>
4	Best Buy	\$1,758	\$1,712	7.2%	7.4%
6	hgregg	\$654	\$519	2.7%	2.3%
27	Fry's Electronics	\$63	\$68	0.3%	0.3%
<b>Total Electronics/Appliance Stores/Regional</b>		<b>\$2,022</b>	<b>\$2,005</b>	<b>8.3%</b>	<b>8.7%</b>
7	P.C. Richard & Son	\$549	\$518	2.3%	2.2%
8	BrandsMart USA	\$214	\$213	0.9%	0.9%
11	Conn's	\$185	\$208	0.8%	0.9%
12	Pacific Sales Kitchen & Bath Centers	\$180	\$179	0.7%	0.8%

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		2010	REV. 2009	2010	2009
13	ABC Warehouse	\$167	\$178	0.7%	0.8%
23	Grants Appliance	\$73	\$68	0.3%	0.3%
24	Howard's Appliance	\$69	\$67	0.3%	0.3%
26	Orvilles Home Appliances	\$64	\$58	0.3%	0.3%
32	Karl's Sales & Service	\$53	\$53	0.2%	0.2%
33	Spencer's TV & Appliance	\$52	\$52	0.2%	0.2%
34	Famous Tate	\$48	\$52	0.2%	0.2%
37	Jetson TV & Appliance Centers	\$40	\$39	0.2%	0.2%
40	Queen City Audio Video & Appliances	\$38	\$38	0.2%	0.2%
41	Western Appliance TV & Stereo	\$38	\$41	0.2%	0.2%
45	Karl's TV & Appliance	\$31	\$28	0.1%	0.1%
47	Cowboy Maloney	\$27	\$26	0.1%	0.1%
49	Grand Appliance & TV	\$26	\$25	0.1%	0.1%
50	Plass Appliance	\$25	\$23	0.1%	0.1%
59	Gerhard's	\$20	\$18	0.1%	0.1%
62	Manny's TV & Appliances	\$20	\$18	0.1%	0.1%
63	Bill Smith Appliance & Electronics	\$19	\$18	0.1%	0.1%
65	Handy TV & Appliance	\$18	\$17	0.1%	0.1%
67	Big Sandy Superstores	\$18	\$18	0.1%	0.1%
69	Alabama Power Appliance Center	\$17	\$17	0.1%	0.1%
71	Van Vreede's	\$17	\$17	0.1%	0.1%
72	Baillio's Electronic & Appl. Connection	\$17	\$17	0.1%	0.1%
<b>Total Home Furnishing</b>		<b>\$582</b>	<b>\$567</b>	<b>2.4%</b>	<b>2.5%</b>
16	Nebraska Furniture Mart	\$137	\$132	0.6%	0.6%
17	American TV & Appliances	\$129	\$123	0.5%	0.5%
19	R.C. Willey Home Furnishings	\$109	\$108	0.4%	0.5%
20	The Great Indoors	\$81	\$73	0.3%	0.3%
38	Badcock Home Furnishing Ctrs. & More	\$38	\$37	0.2%	0.2%
64	Rosa's Home Stores	\$18	\$21	0.1%	0.1%
68	Olum's	\$17	\$17	0.1%	0.1%
73	Charlotte Furniture and Appliance	\$16	\$16	0.1%	0.1%
78	Colder's	\$15	\$14	0.1%	0.1%
91	Lack's Stores	\$11	\$15	0.0%	0.1%
93	King's Great Buys Plus	\$10	\$9	0.0%	0.0%
<b>Total Home-Improvement Centers</b>		<b>\$9,079</b>	<b>\$8,428</b>	<b>37.4%</b>	<b>36.6%</b>
2	Lowe's	\$5,365	\$4,904	22.1%	21.3%
3	The Home Depot	\$3,538	\$3,356	14.6%	14.6%
15	Menards	\$139	\$130	0.6%	0.6%
42	Ferguson	\$38	\$38	0.2%	0.2%
<b>Total Mass Merchants</b>		<b>\$8,498</b>	<b>\$8,115</b>	<b>35.0%</b>	<b>35.2%</b>
1	Sears	\$7,508	\$7,192	30.9%	31.2%
5	Wal-Mart	\$722	\$666	3.0%	2.9%
10	Target	\$188	\$174	0.8%	0.8%
21	Kmart	\$80	\$82	0.3%	0.4%
<b>Total Miscellaneous</b>		<b>\$82</b>	<b>\$89</b>	<b>0.3%</b>	<b>0.4%</b>
29	Army-Air Force Exchange	\$56	\$63	0.2%	0.3%
48	Navy Exchange	\$26	\$26	0.1%	0.1%
<b>Total Warehouse Clubs</b>		<b>\$336</b>	<b>\$340</b>	<b>1.4%</b>	<b>1.5%</b>
9	Costco Wholesale	\$200	\$206	0.8%	0.9%
18	Sam's Club	\$116	\$115	0.5%	0.5%
60	BJ's Wholesale Club	\$20	\$19	0.1%	0.1%
<b>Totals</b>		<b>\$24,293</b>	<b>\$23,022</b>	<b>100%</b>	<b>100%</b>

All sales information, except for that supplied by publicly held companies that break out line-of-business sales for major appliances, is based on TWICE market research estimates.