



# THE LIST IS IN

WELCOME TO  
the **18th annual**  
**ranking** of the  
**TOP-100**  
print and online  
catalogers, as  
ranked by sales

**THE LARGEST MULTICHANNEL MERCHANT** companies got a little smaller in 2009. No real surprise, given that it was one of the worst retail years on record, but still a bit disconcerting to see so many numbers go down.

For the purposes of ranking 100 companies, it wasn't a matter of who grew revenue the most, but rather who grew at all. Or who didn't shrink quite as much.

Companies just trying to survive the economic meltdown that started in late 2008 were learning

to do more with less—fewer staff, lower circulation and reduced marketing budgets. And most did do a good job reining in expenses.

But if a significant portion of your business is driven by print catalogs and you cut circulation, you will see reduced revenue. Growth in online sales—though perhaps not as robust as in previous years—for many kept a bad year from being worse.

Sure, some did see growth. Office supplies merchant Staples (#3) managed to add \$740 million to its 2009 direct revenue, an increase of about 9%. Patterson Cos. (#13), which sells medical, dental and veterinary supplies,

Rank	Company	2009 direct sales (in millions)	2008 direct sales (in millions)	Market segment	Notes
1	Dell Round Rock, TX • 512-338-4400	\$44,966.7*	\$51,936.0*	computers	did \$3 million in sales via Twitter
2	Thermo Fisher Scientific Waltham, MA • 781-622-1000	\$10,110.0	\$10,500.0	laboratory and research supplies	7% revenue growth in the fourth quarter
3	Staples Framingham, MA • 508-253-5000	\$9,640.3	\$8,900.0	office supplies	unveiled StaplesAdvantage.com, a site for businesses, in March 2010
4	IBM Armonk, NY • 914-499-1900	\$9,500.0*	\$9,076.0*	computer hardware, software services	agreed to buy Sterling Commerce for \$1.4 billion in May 2010
5	CDW Corp. Vernon Hills, IL • 847-465-6000	\$8,070.0*	\$8,100.0	computers	appointed former Qwest executive Thomas Edwards as president
6	Henry Schein Melville, NY • 631-843-5500	\$6,538.3	\$6,400.0	dental, medical and veterinary supplies	dental sales down 2.2%, international sales rose 8%
7	United Stationers Deerfield, IL • 847-627-7000	\$4,710.3	\$4,986.9	office and facility supplies	acquired software provider MBS Dev in March 2010
8	Wesco International Pittsburgh • 412-454-2200	\$4,624.0	\$6,110.8	electrical and industrial maintenance supplies	net income decreased 48.5%
9	OfficeMax Naperville, IL • 630-773-5000	\$3,656.7	\$4,310.0	office supplies	retail sales saw a 10.2% drop
10	VWR International West Chester, PA • 610-431-1700	\$3,561.2	\$3,759.2	laboratory and science education supplies	acquired gadgets merchant X-treme Geek in October

\* estimated

was up about 7%, to \$3.2 billion.

On the consumer side, multi-title mailers Amerimark Holdings (#43), which targets seniors, and Urban Outfitters (#61), which sells clothing, gifts and decor, were both up about 20%.

Other multititle merchants, including Swiss Colony (#38) and Redcats USA (#25), reported flat sales; many other marketers were close to flat as well.

On the downside, industrial maintenance mailer Wesco International's (#8) sales slid 24%—or by \$1.39 billion. Even Dell's (#1) direct revenue was down about 13%, or \$6.97 billion.

1-800-Flowers.com's (#45) direct sales plummeted sharply, from

\$926.7 million in 2008 to about \$500 million. But that's largely due to the marketer shedding its gifts and children's catalog titles, which it officially divested in August.

### Goodbye, hello

Some long-time companies no longer appear on the ranking. Macy's, for instance, is off the list, since the department store retailer phased out its Bloomingdale's By Mail catalog in early 2009. Electronics merchant J&R also dropped its print catalog in 2009. Other slid off because their sales slid.

Then there are a few merchants making their debut on the MCM 100. Several of these have grown fairly rapidly through acquisitions,

such as Gardens Alive! (#92). The merchant expanded beyond horticultural products with several acquisitions in the past two years.

Boston Apparel Group (#67) is another newcomer: It was created by private equity firm Monomoy Partners two years ago after it bought the Missy division of Redcats USA.

Not that every merchant new to the list grew via acquisition. Vitacost.com (#86), a catalog/Web marketer of vitamins, supplements and the like, managed to increase sales from \$143.6 million in 2008 to \$191.8 million. That's up 34%—robust, healthy growth, especially in a tough year.

—Melissa Dowling

Rank	Company	2009 direct sales (in millions)	2008 direct sales (in millions)	Market segment	Notes
11	<b>Hewlett-Packard Co.</b> Palo Alto, CA • 650-857-1501	\$3,528.0*	\$3,920.0*	computers	acquired network security firm 3Com Corp. in November
12	<b>Office Depot</b> Delray Beach, FL • 800-937-3600	\$3,483.7	\$4,145.7	office supplies	North American Business unit was \$28.7% of all sales
13	<b>Patterson Cos.</b> St. Paul, MN • 651-686-1600	\$3,204.5	\$2,998.7	medical, dental, rehab and veterinary supplies	Patterson Medical sales were 15.5% higher vs. previous year
14	<b>Systemax</b> Port Washington, NY • 516-625-4300	\$3,100.0*	\$3,000.0*	computers, industrial supplies	bought European business IT products supplier WStore Europe
15	<b>Sears Holdings Corp.</b> Hoffman Estates, IL • 847-286-2500	\$2,875.0*	\$2,790.0*	general merchandise	includes Lands' End and Sears' Web sales
16	<b>Sigma-Aldrich Corp.</b> St. Louis, MO • 314-771-5765	\$2,146.7	\$2,200.7	biochemicals and lab supplies	fourth-quarter net sales were up 12.3%
17	<b>PC Connection</b> Merrimack, NH • 603-683-2000	\$1,569.7	\$1,753.7	computers	distributed 1.19 million fewer catalogs in 2009
18	<b>J.C. Penney Co.</b> Plano, TX • 972-431-1000	\$1,501.0*	\$1,457.0	general merchandise	Mailed its last big book catalog in November
19	<b>W.W. Grainger</b> Lake Forest, IL • 847-535-1000	\$1,500.0	\$1,500.0	industrial supplies	total sales dropped 9.2% to \$6.22 billion
20	<b>MSC Industrial Direct Co.</b> Melville, NY • 516-812-2000	\$1,441.3	\$1,780.0	industrial supplies	average order fell from \$311 in fiscal 2008 to \$306 in 2009



## METHODOLOGY

### The MULTICHANNEL MERCHANT 100

was compiled by the MULTICHANNEL MERCHANT editorial staff through public records, data-card analysis, and input from financial analysts and sources within the industry. To ensure the accuracy of all statistics, MULTICHANNEL MERCHANT tried to contact executives at each company. Some companies declined to confirm sales totals; others did not return messages.

In those cases, or when companies would provide only approxi-

mate sales, an asterisk indicates that the figure is an estimate.

Sales are for calendar years 2009 and 2008. When a company's fiscal year varied from the calendar year by more than one month, MULTICHANNEL MERCHANT backed out the data to obtain calendar-year sales.

Whenever possible, sales figures are net of sales taxes and shipping and handling revenue. In some cases, the figures for 2009 differ from those reported last year, reflecting updated information.

For parent companies and cata-

loger/retailers such as Patterson Cos. and J.C. Penney Co., sales figures are for their direct divisions only, unless otherwise indicated. When companies broke out their telemarketing or field sales revenue from their print and Web catalog sales, we did as well.

To be considered for the MULTICHANNEL MERCHANT 100, a company's print catalog had to account for a significant portion of the business's direct sales, which is why major direct marketers such as eBay and Insight are not on the list. ●

Rank	Company	2009 direct sales (in millions)	2008 direct sales (in millions)	Market segment	Notes
21	<b>L.L. Bean</b> Freeport, ME • 207-865-4761	\$1,400.0	\$1,150.0*	apparel, outdoor gear, home furnishings	launched Signature spin-off catalog in spring 2010
22	<b>Limited Brands</b> Columbus, OH • 614-415-7000	\$1,388.0	\$1,500.0	apparel, beauty products	Victoria's Secret Direct to launch Pink apparel catalog
23	<b>HSNi</b> St. Petersburg, FL • 727-872-7069	\$1,310.0*	\$1,400.0*	general merchandise	Saved \$54.9 million by cutting Cornerstone catalog circ
24	<b>Williams-Sonoma</b> San Francisco • 415-421-7900	\$1,224.7	\$1,399.0	home decor, kitchenware	cut catalog circ by 16.4% and pages by 21.1%
25	<b>Redcats USA</b> New York • 212-513-9500	\$1,200.0	\$1,200.0	apparel, home goods, sporting gear	Began a joint-marketing program with eBags in November
26	<b>Orchard Brands</b> Beverly, MA • 978-922-2040	\$1,170.0*	\$1,150.0*	apparel, home goods	bought Eddie Bauer Holdings in August
27	<b>Cabela's</b> Sidney, NE • 307-254-5505	\$1,058.0	\$1,095.2	outdoor gear	sold Wild Wings and Van Dyke's Taxidermy units
28	<b>Deluxe Corp.</b> Shoreview, MN • 651-483-7111	\$948.0	\$1,038.7	business stationery and supplies	bought two online marketing services providers in July
29	<b>Cintas Corp.</b> Cincinnati, OH • 513-459-1200	\$942.0*	\$1,124.1*	uniforms, sanitation supplies	expanded Sustainable Solutions workplace apparel line
30	<b>School Specialty</b> Greenville, WI • 920-734-5712	\$936.0	\$1,025.8	non-textbook school supplies	reported lower sales of furniture and equipment
31	<b>Digi-Key Corp.</b> Thief River Falls, MN • 218-681-6674	\$926.0	\$984.0*	electronics components	launched Summer Social Twitter campaign in 2010
32	<b>Guest Supply</b> Houston, TX • 609-514-9696	\$787.0	\$780.0*	hospitality supplies	operates 16 full-service distribution centers
33	<b>Taylor Corp.</b> North Mankato, MN • 507-625-2828	\$750.0*	\$730.0*	stationery, HR supplies, promotional products	includes Colorful Images, Current, G. Neil, Lillian Vernon, Paper Direct

\* estimated

# Notable deals of the past 12 months



## JUNE 2009

➤ Horticultural mailer **Gardens Alive!** bought home decor cataloger **Touchstone**

## JULY 2009

➤ German mail order company **Bon Prix** purchased swimwear cataloger/retailer **Venus Swimwear**

## AUGUST 2009

➤ **Eddie Bauer Holdings**, which had filed for Chapter 11 in June, is sold to Golden Gate Capital (**Orchard Brands**) for \$286 million in cash

## SEPTEMBER 2009

➤ **Gardens Alive!** acquired the U.S. operations of **Thompson & Morgan Seedsmen**

➤ **Cabela's** sold its **Van Dyke's Taxidermy** unit to McKenzie Sports Products

## OCTOBER 2009

➤ **VWR Education** acquired **X-treme Geek**, a direct marketer of science-related gifts

➤ **Cabela's** sold wildlife-art division **Wild Wings** to RDE Acquisition Co.

## NOVEMBER 2009

➤ **Airgas** acquired Tri-Tech, a distributor of industrial, medical and specialty gases

## DECEMBER 2009

➤ **1-800-Flowers.com** sold its home and children's titles to **PH International**, an affiliate of Evergreen Enterprises

➤ **Airgas** acquired **Fitch Industrial & Welding Supply**, a gas and welding supply distributor

➤ **Henry Schein** merged its U.S. Animal Health businesses and Butler Animal Health Supply into a new company called **Butler Schein Animal Health**

## FEBRUARY 2009

➤ Private equity firm Monomoy Capital Partners, which owns **Boston Apparel Group**, acquired women's apparel cataloger **Casual Living USA** from the **Thompson Group**

➤ **Dell** bought Kace, a systems management appliance company

## MARCH 2010

➤ **Sport Supply Group** entered into a merger agreement to be acquired by an affiliate of ONCAP Management Partners

➤ **Orchard Brands** acquired home goods title **Linen Source** from **Thompson Group**

## APRIL 2010

➤ **Sport Supply Group** bought the assets of team sports distributors **Coaches Sports Corner** and **Greg Larson Sports**

## MAY 2010

➤ **Deluxe Corp.** acquired **Custom Direct**, a direct-to-consumer provider •

Rank	Company	2009 direct sales (in millions)	2008 direct sales (in millions)	Market segment	Notes
34	<b>Zones</b> Auburn, WA • 253-205-3000	\$730.0*	\$728.4*	computers	private company since 2008
35	<b>Broder Bros.</b> Trevose, PA • 215-291-6140	\$705.2	\$926.0	imprintable apparel	results include the impact of certain restructuring charges
36	<b>Neiman Marcus Group</b> Dallas • 214-743-7600	\$653.0	\$706.8	apparel, home decor	includes Neiman Marcus, Horchow and Bergdorf Goodman's Website
37	<b>Interline Brands</b> Jacksonville, FL • 904-421-1400	\$638.5	\$672.0*	MRO and HVAC supplies	includes Barnett, Wilmar, Sexauer
38	<b>Swiss Colony</b> Monroe, WI • 608-328-8400	\$600.0	\$600.0	gifts, home decor, food, apparel	founded as cheese by mail business in 1926
39	<b>HD Supply</b> Atlanta • 770-852-9000	\$595.0*	\$605.0*	building supplies	HD Supply Facilities Maintenance opened new DC in Hanover, MD
40	<b>The Home Depot</b> Atlanta • 770-433-8211	\$570.0*	\$600.0*	building supplies, home decor items	includes Home Decorator's Collection catalog and Web sales



Rank	Company	2009 direct sales (in millions)	2008 direct sales (in millions)	Market segment	Notes
41	<b>American Hotel Register</b> Vernon Hills, IL • 847-564-4000	\$550.0*	\$550.0	hospitality supplies	implemented new transportation management system in July
42	<b>Signature Styles</b> New York • 212-916-8331	\$540.0*	\$575.0*	apparel, general merchandise	bought Spiegel Brands titles in 2008
43	<b>AmeriMark Holdings</b> Cleveland, OH • 440-325-2038	\$519.0*	\$432.0	apparel, accessories health-related items	includes AmeriMark and Dr. Leonard's Healthcare
44	<b>Guitar Center</b> Westlake Village, CA • 818-735-8800	\$513.6	\$530.6	musical instruments	Musician's Friend catalog, Web sales
45	<b>1-800-Flowers.com</b> Westbury, NY • 516-237-6000	\$500.0	\$926.7	flowers, food gifts, toys, home products	sold childrens and gifts catalogs in December
45	<b>Oriental Trading Co.</b> Omaha, NE • 402-331-5511	\$500.0*	\$550.0*	novelties, gifts	endorsement agreement with skater Nancy Kerrigan for 2010
47	<b>Premier Farnell</b> Independence, OH • 216-525-4300	\$485.5	\$521.7	electronic components, industrial supplies	includes MCM and Newark
48	<b>Mattel</b> El Segundo, CA • 310-252-2000	\$462.9	\$463.1	toys	sales for the American Girl brand only
49	<b>Northern Tool &amp; Equipment</b> West Burnsville, MN • 952-894-9510	\$459.5*	\$450.5	tools	also operates 65 stores in 11 states
50	<b>J. Crew Group</b> New York • 212-209-2500	\$428.2	\$438.2	apparel	opened first bridal store in New York in May 2010
51	<b>Airgas</b> Radnor, PA • 610-687-5253	\$424.3*	\$450.0*	specialty gases, welding and safety supplies	rejected an unsolicited tender offer from Air Products & Chemicals
52	<b>K+K America</b> Milwaukee • 414-443-1700	\$423.7	\$455.0	industrial supplies, office furniture	Launched School Nutrition Equipment Guide in march 2010
53	<b>Foot Locker</b> New York • 715-845-5538	\$406.0	\$390.0	athletic shoes	named Ken C. Hicks president/CEO in August
54	<b>LTD Commodities</b> Bannockburn, IL • 847-295-5532	\$396.0*	\$400.0*	general merchandise	several product safety recalls
55	<b>Aramark Corp.</b> Philadelphia • 215-923-2853	\$383.4*	\$426.0	uniforms, public-safety equipment	includes Galls, WearGuard brands
56	<b>Bluestem Brands</b> Eden Prairie, MN • 952-656-3700	\$365.0*	\$346.0	general merchandise	changed name from Fingerhut Direct Marketing in February 2010
57	<b>Hanover Direct</b> Weehawken, NJ • 201-863-7300	\$363.0*	\$395.0*	apparel, home decor	increased revenue per e-mail by 800% with new technology
58	<b>McMaster-Carr Supply Co.</b> Elmhurst, IL • 630-600-3600	\$352.8*	\$392.0*	MRO supplies	major Website redesign in 2009
59	<b>DBL Distributing</b> Scottsdale, AZ • 480-596-8636	\$350.0*	\$405.0*	wholesale consumer electronics	being rebranded as Ingram Micro Consumer Electronics Division
60	<b>Provide Commerce</b> San Diego, CA • 858-638-4900	\$345.0*	\$350.0*	flowers, food, gifts	brands include Red Envelope, Shari's Berries and ProFlowers

\* estimated

Rank	Company	2009 direct sales (in millions)	2008 direct sales (in millions)	Market segment	Notes
<b>61</b>	<b>Urban Outfitters</b> Philadelphia • 215-454-5500	\$323.6	\$272.5	apparel, home decor	planning to increase circ on all titles in 2010
<b>62</b>	<b>Restoration Hardware</b> Corte Madera, CA • 415-924-1005	\$318.5*	\$350.2	home decor	launched Restoration Hardware Garden title in spring 2010
<b>63</b>	<b>Omaha Steaks</b> Omaha, NE • 402-597-3000	\$305.6*	\$299.6*	food	opened four new stores
<b>64</b>	<b>Harry &amp; David Holdings</b> Medford, OR • 541-776-2121	\$297.2	\$348.8	food gifts, plants	outsourcing catalog creative in 2010
<b>65</b>	<b>Crate &amp; Barrel</b> Northbrook, IL • 847-272-2888	\$285.0*	\$324.0	home decor	launched social media wedding registry campaign in March 2010
<b>66</b>	<b>Bass Pro Shops</b> Springfield, MO • 417-873-5000	\$280.0*	\$270.0*	outdoor gear	announced partnership with Professional Bull Riders in July
<b>67</b>	<b>Boston Apparel Group</b> West Bridgewater, MA • 508-895-3000	\$275.0*	\$265.0	women's apparel	includes the Chadwicks and Metrostyle titles
<b>68</b>	<b>Collections Etc.</b> Elk Grove Village, IL • 847-350-5800	\$270.0*	\$275.0*	gifts, collectibles	unveiled new and improved Website in the fall
<b>69</b>	<b>Sport Supply Group</b> Farmers Branch, TX • 972-484-9484	\$265.5	\$253.7	athletic equipment	bought by an affiliate of ONCAP Management Partners in May 2010
<b>70</b>	<b>Coldwater Creek</b> Sandpoint, ID • 208-263-2266	\$256.2	\$272.9	women's apparel	founder Dennis Pence rejoined as president/CEO in September
<b>71</b>	<b>Doctors Foster and Smith</b> Rhinelander, WI • 715-369-3305	\$255.0*	\$255.0	pet supplies	2009 more profitable than 2008
<b>72</b>	<b>Crutchfield Corp.</b> Charlottesville, VA • 434-817-1000	\$253.0*	\$258.0	consumer electronics	launched mobile site in December
<b>73</b>	<b>Potpourri Group</b> Chelmsford, MA • 978-256-4100	\$250.0	\$232.0	gifts, crafts, decor, toys	special interest titles holding up well in recession
<b>74</b>	<b>Brady Corp.</b> Milwaukee, WI • 414-358-6600	\$243.0*	\$266.0*	identification and industrial safety supplies	total 2009 sales were \$1.28 billion
<b>75</b>	<b>Production Tool Supply</b> Warren, MI • 586-755-5258	\$240.0*	\$263.0*	MRO supplies	more than 400,000 sq. ft. of warehouse space
<b>76</b>	<b>PetMed Express</b> Pompano Beach, FL • 949-979-5995	\$236.1	\$211.7	pet supplies	cut back on TV ad spending
<b>77</b>	<b>Recreational Equipment Inc.</b> Kent, WA • 253-395-3780	\$236.0*	\$225.0	outdoor gear	opening stores in Connecticut and Maryland in 2010
<b>78</b>	<b>Sierra Trading Post</b> Cheyenne, WY • 800-713-4534	\$234.0*	\$236.7	discounted apparel, home goods, and outdoor gear	started "CarpeDeal" Twitter promotion in October
<b>79</b>	<b>TTI</b> Fort Worth, TX • 817-740-9000	\$228.0*	\$258.0*	electronics components	Mouser Electronics only
<b>80</b>	<b>NBTY</b> Ronkonkoma, NY • 631-200-2000	\$224.9	\$210.5	nutritional supplements	brands include Nature's Bounty, Vitamin World, Puritan's Pride



Rank	Company	2009 direct sales (in millions)	2008 direct sales (in millions)	Market segment	Notes
<b>81</b>	<b>Allied Electronics</b> Fort Worth, TX • 817-595-3500	\$209.0	\$340.0	electronics components	ran first TV commercial on the Science Channel in August
<b>82</b>	<b>The Talbots</b> Hingham, MA • 781-749-7600	\$207.7	\$233.6	women's apparel	sold J. Jill unit in June
<b>83</b>	<b>Army &amp; Air Force Exchange</b> Dallas • 214-312-2011	\$206.0*	\$224.9	general merchandise	sells only to authorized AAFE members, which number 12 million
<b>84</b>	<b>The Orvis Co.</b> Sunderland, VT • 802-362-8525	\$204.0*	\$215.0	apparel, gifts, outdoor gear and home goods	created Facebook app for annual online dog photo contest
<b>85</b>	<b>Aristotle Corp.</b> Stamford, CT • 203-358-8000	\$196.3*	\$212.8	educational and agricultural supplies	merged with LRTA in November, taken private
<b>86</b>	<b>Vitacost.com</b> Boca Raton, FL • 561-982-4180	\$191.8	\$143.6	vitamins, supplements	new West Coast distribution center in Las Vegas in April 2010
<b>87</b>	<b>Black Box Corp.</b> Lawrence, PA • 724-746-5500	\$180.6	\$224.8	networking products and services	Does not include voice and data services
<b>88</b>	<b>Whitney Automotive Group</b> Lasalle, IL • 312-431-6000	\$180.3*	\$175.0*	auto supplies	reduced return rates via Ask and Answer site technology
<b>89</b>	<b>McNichols Co.</b> Tampa, FL • 813-282-3828	\$180.0	\$205.0	industrial, commercial and architectural metals	Scott McNichols named president in January 2010
<b>90</b>	<b>Hanesbrands</b> Winston-Salem, NC • 336-519-3386	\$175.5*	\$176.5*	innerwear, casualwear	Hanes, One Hanes Place, Just My Size, Champion Names brands
<b>91</b>	<b>LifeWay Christian Resources</b> Nashville, TN • 615-251-2000	\$174.0*	\$170.1*	church and Christian living products	launched travel, pet sections on its Website
<b>92</b>	<b>Gardens Alive!</b> Lawrenceburg, IN • 513-354-1482	\$170.0	\$138.0	gardening products	growth spurt via acquisition
<b>92</b>	<b>Green Mountain Coffee Roasters</b> Waterbury, VT • 802-882-2899	\$170.0*	\$105.0*	specialty coffees	acquired three companies in the fourth quarter
<b>94</b>	<b>Thompson Group</b> Tampa, FL • 813-884-6344	\$168.0*	\$200.0*	linens, home decor, gifts, cigars	sold Linen Source, Casual Living USA titles in 2010
<b>95</b>	<b>Blyth</b> Greenwich, CT • 203-661-1926	\$166.0	\$190.1	housewares, photo supplies, gifts	titles include Miles Kimball, Walter Drake, Exposures, As We Change
<b>96</b>	<b>4Imprint</b> Oshkosh, WI • 920-236-7272	\$165.4	\$170.6	promotional products	specialty sites for education, government, healthcare
<b>97</b>	<b>Wayside Technology</b> Shrewsbury, NJ • 732-389-0932	\$146.4	\$174.0	programming software	kept catalog circ flat
<b>98</b>	<b>Tiffany &amp; Co.</b> New York • 212-755-8000	\$141.4	\$143.0	jewelry, tabletop, gifts	reduced catalog circulation by 35% in 2009
<b>99</b>	<b>Newport Corp.</b> Irvine, CA • 949-863-3144	\$124.2	\$139.7	lab instruments and laser technology	established in 1969 as Newport Research Corp
<b>100</b>	<b>Boden USA</b> Pittston, PA • 866-206-9508	\$115.0*	\$105.0*	apparel	launched teen apparel line Johnnie B in February 2010

\* estimated



# Who owns what

## MANY OF THE MCM 100 ARE MULTITITLE MAILERS. HERE'S A GUIDE TO WHO OWNS WHAT:

- ▶ **1-800-FLOWERS.COM** includes 1-800-Flowers.com, Ambrosia, Cheryl & Co., Fannie May, Geerlings & Wade, The Popcorn Factory
- ▶ **ARISTOTLE CORP.** includes American Educational Products, Nasco, Summit Learning, Triarco
- ▶ **CASUAL MALE** includes Casual Male XL, Rochester Big & Tall Clothing
- ▶ **CHARMING SHOPPES** includes Figi's, Catherines, Shoetrader.com
- ▶ **GARDENS ALIVE!** includes Bits and Pieces, Breck's, Gurney Seeds, Henry Field's, Michigan Bulb, The Paragon and Spring Hill Nurseries, Thompson & Morgan Seedsmen, TouchStone
- ▶ **HANOVER DIRECT** includes Company Kids, The Company Store, Domestications, International Male, Silhouettes, Undergear

- ▶ **HSNI** includes Ballard Designs, Frontgate, Garnet Hill, Improvements, Smith+Noble, The Territory Ahead, TravelSmith
- ▶ **INTERLINE BRANDS** includes Barnett, Copperfield Chimney Supply, Hardware Express, Leran, Maintenance USA, Sexauer, SunStar Lighting, U.S. Lock, Wilmar
- ▶ **ORCHARD BRANDS** includes Appleseed's, Bedford Fair Lifestyles, Blair Corp., Brownstone Studio, Coward Shoes, Draper's & Damon's, Eddie Bauer, Gold Violin, Haband, Intimate Appeal, Lew Magram, Linen Source, Monterey Bay Clothing Co., Norm Thompson Outfitters, Old Pueblo Traders, Sahalie, Solutions, The Tog Shop, Willow Ridge, WinterSilks
- ▶ **PATTERSON COS.** includes Masune First Aid & Safety, Medco, Sammons Preston, Webster Veterinary
- ▶ **POTPOURRI GROUP** includes Back in the Saddle, Catalog Favorites, Expressions, In the Company of Dogs, Nature's Jewelry, NorthStyle, Pyramid Collection, The Stitchery, Serengeti, Whatever Works
- ▶ **PROVIDE COMMERCE** owns Cherry Moon Farms,

- RedEnvelope, ProFlowers, Secret Spoon and Shari's Berries
- ▶ **SCHOOL SPECIALTY** includes ABC School Supply, Abilitations, Brodhead Garrett, Childcraft, Delta Education, Frey Scientific, Hammond & Stephens, Sax Arts and Crafts, Sportime
- ▶ **SIGNATURE STYLES** includes Spiegel, Newport News, Shape FX
- ▶ **STAPLES** includes Corporate Express, Quill Corp., Smilemakers, Medical Arts Press
- ▶ **SYSTEMAX** owns Circuit City, CompUSA and TigerDirect
- ▶ **THE SWISS COLONY** includes Ashro, Ginny's, Home Visions, Midnight Velvet, Monroe and Main, Montgomery Ward, EaceTeamGear.com, Room for Color, Seventh Avenue, The Swiss Colony, The Tender Fillet, Through the Country Door
- ▶ **TAYLOR CORP.** includes Colorful Images, Current, G. Neil, Lillian Vernon, Paper Direct, Sa-So
- ▶ **URBAN OUTFITTERS** includes Urban Outfitters, Anthropologie, Free People, Terrain
- ▶ **W.W. GRAINGER** includes AW Direct, Ben Meadows, Gempler's, Highsmith, Lab Safety Supply, Professional Equipment, Rand Materials Handling ●

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