

HERE THEY ARE

Welcome to
the 17th annual
ranking of the
TOP-100
print and online
catalogers, as
ranked by sales



THE BIG DID GET BIGGER IN 2008, but solid growth—or any growth—was hardly a sure thing. Many companies on the MULTICHANNEL MERCHANT 100 list this year reported flat sales vs. 2007. And quite a few marketers

suffered a drop in revenue.

The big gainer was no doubt Staples (#4), which was up from \$6.61 billion to \$8.90 billion for 2008. But that's due to its June 2008 acquisition of Corporate Express.

Corporate Express isn't the only mailer off the list thanks to an acquisition. Dr. Leonard's Healthcare Corp. now falls under AmeriMark Holdings, a fellow merchant of home healthcare products for seniors. AmeriMark's December 2007 purchase of Dr. Leonard's helped vault it from #90 last year to #53.

Direct Marketing Services Inc. (DMSI) is gone, literally. The assets of the multititle mailer (#85 last

Rank	Company	2008 direct sales (in millions)	2007 direct sales (in millions)	Market segment	Notes
1	Dell Round Rock, TX • 512-338-4400	\$51,936.0	\$56,900.0	computers	nondirect sales are about 15% of the computer giant's business
2	Thermo Fisher Scientific Waltham, MA • 781-622-1000	\$10,500.0	\$9,746.4	laboratory and research supplies	includes Fischer Scientific International and Cole Parmer Instrument Co.
3	IBM Armonk, NY • 914-499-1900	\$9,076.0*	\$10,677.0*	Computer hardware, software, services	opened a supply chain innovation center in Beijing
4	Staples Framingham, MA • 508-253-5000	\$8,900.0	\$6,614.2	office supplies	includes Corporate Express, acquired in June 2008
5	CDW Corp. Vernon Hills, IL • 847-465-6000	\$8,100.0	\$8,145.0	computers	jumped 156 spots in its ranking on the InformationWeek 500 list
6	Henry Schein Melville, NY • 631-843-5500	\$6,400.0	\$5,920.0	dental, medical, and veterinary supplies	added an eco-friendly lighting system to its Grapevine, TX, distribution center
7	Wesco International Pittsburgh • 412-454-2200	\$6,110.8	\$6,003.5	electrical and industrial maintenance supplies	expects to save about \$5 million in 2009 thanks to cost-cutting
8	United Stationers Deerfield, IL • 847-627-7000	\$4,986.9	\$4,646.4	office and facility supplies	significant growth attributed to ORS Nasco, acquired in December 2007
9	OfficeMax Naperville, IL • 630-773-5000	\$4,310.0	\$4,816.1	office supplies	started opening smaller concept stores called Ink, Paper, Scissors in Seattle
10	Office Depot Delray Beach, FL • 800-937-3600	\$4,145.7	\$4,518.4	office supplies	shuttered 9% of its North American stores and cut 2,200 jobs

* estimated

year) were sold at public auction in August to Midwest Catalog Brands, a subsidiary of Swiss Colony (#42). The purchase included the venerable Montgomery Ward brand and the Charles Keath and HomeVisions catalogs and Internet properties.

And Charming Shoppes barely made it onto the list at #98. It had been #57 last year, but it sold most of the Crosstown Traders catalogs to Orchard Brands in September.

Looking at general trends, the continued housing slump put a crimp in demand for home goods in 2008. This hurt merchants such as Williams-Sonoma (#24). Its direct sales fell from \$1.7 billion in

2007 to \$1.4 billion in 2008.

Home products retailer Crate & Barrel (#66), meanwhile, did post a small gain, from \$321 million to \$324 million. It may have helped that Crate & Barrel's price points are lower than some of its rivals.

Women's apparel also saw softness. Sales at Coldwater Creek (#72) fell 28% to \$272 million, while direct sales at Talbots (#81) slipped 44% to \$239 million. Sales at J. Crew (#55), however, were up 8% to \$409 million. And Urban Outfitters (#73), which sells apparel and home items, saw sales rise 42% to \$273 million.

Computers marketers lost some ground too. Sales at CDW Corp.

(#5) slipped a bit, from \$8.15 billion to \$8.10 billion in 2008. PC Connection (#19) also saw revenue fall slightly, from \$1.78 billion in 2007 to \$1.75 billion in 2008. But Zones (#39) boosted its sales from \$680 million to about \$728 million.

It wasn't a great year for some of the office supplies marketers. Staples' big gain notwithstanding, two of the merchants in the top 10—OfficeMax (#9) and Office Depot (#10)—posted declines in revenue of 11% and 8%, respectively. Given the number of layoffs in the past year, it's easy to see why there is lower demand for office supplies.—*By Melissa Dowling*

Rank	Company	2008 direct sales (in millions)	2007 direct sales (in millions)	Market segment	Notes
11	Hewlett-Packard Co. Palo Alto, CA • 650-857-1501	\$3,920.0*	\$3,534.0*	computers	acquired wireless networks maker Colubris Networks in August
12	VWR International West Chester, PA • 610-431-1700	\$3,759.2	\$3,522.0	laboratory and science education supplies	signed a distribution agreement with Corning in November
13	Systemax Port Washington, NY • 516-625-4300	\$3,033.0	\$2,779.9	computers, industrial supplies	bought Circuit City in May, folding PCS-hosted software business
14	Patterson Cos. St. Paul, MN • 651-686-1600	\$2,998.7	\$3,100.0	medical, dental, rehab, and veterinary supplies	lower sales of dental equipment in the fiscal fourth quarter
15	Sears Holding Corp. Hoffman Estates, IL • 847-286-2500	\$2,790.0*	\$3,000.0*	general merchandise	Includes apparel merchant Lands' End and Sears.com
16	Sigma-Aldrich Corp. St. Louis, MO • 314-771-5765	\$2,200.7	\$2,038.7	biochemicals and lab supplies	lower first-quarter earnings this year because of stronger dollar
17	HSNI St. Petersburg, FL • 727-872-7069	\$2,100.0	\$3,000.0	general merchandise	spun off from IAC/InterActiveCorp.
18	MSC Industrial Direct Co. Melville, NY • 516-812-2000	\$1,780.0	\$1,688.2	industrial supplies	grew sales force 12%
19	PC Connection Merrimack, NH • 603-683-2000	\$1,753.7	\$1,785.4	computers	laid off about 6% of its staff in spring 2009
20	Redcats USA New York • 212-513-9500	\$1,600.0	\$1,600.0	apparel, home goods, sporting gear	sold its Missy division to private equity firm Monomoy Capital Partners



METHODOLOGY

The MULTICHANNEL MERCHANT 100

was compiled by the MULTICHANNEL MERCHANT editorial staff and freelancer Michael DiMarco 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 2008 and 2007. 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 2007 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	2008 direct sales (in millions)	2007 direct sales (in millions)	Market segment	Notes
21	W.W. Grainger Lake Forest, IL • 847-535-1000	\$1,500.0	\$1,320.0	industrial supplies	Lab Safety Supply unit bought Highsmith, a library equipment marketer
21	Limited Brands Columbus, OH • 614-415-7000	\$1,500.0	\$1,399.0	apparel, beauty products	Victoria's Secret launched a Spanish-language Website in fall 2008
23	J.C. Penney Co. Plano, TX • 972-431-1000	\$1,457.0	\$1,500.0	general merchandise	total sales fell 6.9%, to \$18.48 billion; net income decreased 48.5%
24	Williams-Sonoma San Francisco • 415-421-7900	\$1,399.0	\$1,663.7	home decor, kitchenware	cut catalog circulation by more than 20%, to 313.7 million
25	L.L. Bean Freeport, ME • 207-865-4761	\$1,150.0*	\$1,215.0	apparel, outdoor gear, home furnishings	2008 results mark the company's third drop in annual revenue since 1960
26	Orchard Brands Beverly, MA • 978-922-2040	\$1,140.0*	\$1,100.0*	apparel, home goods	acquired multitile mailer Crosstown Traders in August
27	Cintas Corp. Cincinnati, OH • 513-459-1200	\$1,111.3*	\$1,045.9*	uniforms, sanitation supplies	named Thomas Millner as CEO/president in March 2009
28	Cabela's Sidney, NE • 307-254-5505	\$1,095.2	\$1,130.6	outdoor gear	cut its corporate headquarters workforce by 10%
29	Deluxe Corp. Shoreview, MN • 651-483-7111	\$1,038.7	\$1,606.4	business stationery and supplies	closed three manufacturing facilities and a call center
30	School Specialty Greenville, WI • 920-734-5712	\$1,025.8	\$1,080.3	non-textbook school supplies	launched online video seminar series called Bright Ideas in December
31	Black Box Corp. Lawrence, PA • 724-746-5500	\$1,003.8	\$921.3	networking products and services	acquired Scottel Voice & Data in March 2009
32	Digi-Key Corp. Thief River Falls, MN • 218-681-6674	\$984.0*	\$775.6*	electronics components	enhanced site's home page this year to make more information accessible
33	1-800-Flowers.com Westbury, NY • 516-237-6000	\$926.7	\$925.6	flowers, food gifts, toys, home products	after lackluster holiday, cut 10% of its 4,000 full-time employees

* estimated

Notable deals of the past 12 months

JUNE 2008

- Provide Commerce acquired gifts cataloger **Red Envelope** in a bankruptcy auction.
- Staples acquired fellow office supplies distributor **Corporate Express** for \$2.6 billion.

JULY 2008

- Party supplies and costumes merchant **Celebrate Express** was sold to holding company **Liberty Media** (parent company of **Provide Commerce**) for \$31 million in cash.
- Highsmith**, a direct marketer of library supplies, furniture and equipment, was bought by the **Lab Safety Supply** division of **W.W. Grainger**.
- Airgas**, a marketer of industrial gases and safety gear, acquired **Oilind Safety** and **Refron**.
- Monomoy Capital Partners** bought the Missy apparel division of **Redcats USA**.

AUGUST 2008

- Food gifts mailer **Harry & David** acquired citrus fruits marketer **Cushman Fruit Co.**
- Blyth** bought women's apparel and personal care products merchant **As We Change** for \$2.3 million.
- The assets of **DMSI** were purchased by a new **Swiss Colony** unit called **Midwest Catalog Brands**.

SEPTEMBER 2008

- Multititle mailer **Orchard Brands**, a **Golden Gate Capital** company, bought most of the **Crosstown Traders** apparel and shoes catalogs from **Charming Shoppes**. The transaction did not

include food gifts cataloger **Figi's**.

- Boca Java**, an online gourmet coffee marketer, acquired assets of Web coffee merchant **Café Belmondo** from **The Thompson Group**.
- Catalog Holdings**, a portfolio company of **Golden Gate Capital**, sold **Spiegel Brands** to an investor group led by Granite Creek Partners.
- Teen apparel retailer **Delia's** sold its extreme-sports gear merchant **CCS** to retail chain **Foot Locker** for \$102 million in cash.

OCTOBER 2008

- Multititle gardening mailer **Gardens Alive!** bought gifts book **The Paragon**, a former **BlueSky Brands** title. **Gardens Alive!** in May 2008 had purchased games catalog **Bits and Pieces**, two months after **BlueSky Brands** shut down.

NOVEMBER 2008

- Private equity firm **Sun Capital Partners**, through an affiliate called **Childrenswear**, acquired children's clothing cataloger/retailer **Hanna Andersson Corp.** and **Gerber Childrenswear** for \$179 million.

DECEMBER 2008

- Airgas** purchased **Great Lakes Oxygen**, a distributor of gas and welding supplies.

JANUARY 2009

- Healthcare products and services provider **Henry Schein** acquired **Noviko**, a distributor of

veterinary supplies in the Czech Republic; **DNA Anthos Impianti (DNA)**, the Italian distribution arm of **Cefla Dental**; and **Medka**, a Berlin-based provider of medical products and services.

FEBRUARY 2009

- Toy and baby products retailer **Toys 'R' Us** acquired the e-commerce site **eToys.com** from **The Parent Co.**; the deal also included the **BabyUniverse.com** e-commerce site and **ePregnancy.com** parenting resource site.

MARCH 2009

- Networking products cataloger **Black Box Corp.** purchased **Scottel Voice & Data**.
- Henry Schein** bought **Ortho Organizers**, a manufacturer/distributor of orthodontics items.

MAY 2009

- Toy and baby products retailer **Toys 'R' Us** acquired upscale toy merchant **FAO Schwarz**.
- Computers manufacturer/marketer **Systemax** won a bankruptcy auction for the **Circuit City** e-commerce business and brand.

JUNE 2009

- Newport Corp.** acquired the **New Focus** business and product portfolio in an exchange of assets and cash with **Oclaro**.
- Patterson Medical**, a division of **Patterson Cos.**, bought **Empi Therapy Solutions** from **DJO**.
- Talbots sells **J. Jill** to **Golden Gate Capital**. ●

Rank	Company	2008 direct sales (in millions)	2007 direct sales (in millions)	Market segment	Notes
34	Broder Bros. Trevose, PA • 215-291-6140	\$926.0	\$929.1	imprintable apparel	launched an eco-friendly catalog in November
35	Macy's Cincinnati, OH • 513-579-7000	\$900.0	\$800.0	general merchandise	cut about 4% of its total workforce; reorganized division structure
36	Airgas Radnor, PA • 610-687-5253	\$866.0*	\$842.0*	specialty gases, welding and safety supplies	acquired 14 businesses in fiscal 2009 with revenue of \$205 million-plus
37	Guest Supply Houston, TX • 609-514-9696	\$780.0	\$760.0	hospitality supplies	subsidiary of food distributing giant SYSCO
38	Taylor Corp. North Mankato, MN • 507-625-2828	\$730.0*	\$720.0*	stationery, HR supplies, promotional products	Current USA subsidiary bought gifts catalog Lillian Vernon
39	Zones Auburn, WA • 253-205-3000	\$728.4*	\$679.5	computers	taken private in late 2008
40	Interline Brands Jacksonville, FL • 904-421-1400	\$672.0*	\$750.0*	MRO and HVAC supplies	includes Barnett, Maintenance USA, Sexauer, SunStar Lighting, Wilmar, others



Rank	Company	2008 direct sales (in millions)	2007 direct sales (in millions)	Market segment	Notes
41	HD Supply Atlanta • 770-852-9000	\$605.0*	\$610.0*	building supplies	owned by Bain Capital Partners, Carlyle Group, and Clayton, Dubilier & Rice
42	Swiss Colony Monroe, WI • 603-328-8400	\$600.0	\$600.0	gifts, home decor, food, apparel	bought assets of DMSI through new subsidiary Midwest Catalog Brands
42	The Home Depot Atlanta • 770-433-8211	\$600.0*	\$600.0*	building supplies, home decor	putting the brakes on retail expansion
44	Spiegel Brands New York • 212-916-8331	\$575.0*	\$603.3*	apparel, general merchandise	sold to an investor group led by Granite Creek Partners
45	American Hotel Register Vernon Hills, IL • 847-564-4000	\$550.0	\$600.0	hospitality supplies	cut 10% of its corporate staff in October
45	Oriental Trading Co. Omaha, NE • 402-331-5511	\$550.0	\$530.0	novelties, gifts	reduced corporate headquarters workforce by 10%
47	Neiman Marcus Group Dallas • 214-743-7600	\$544.3	\$738.5	apparel, home decor	laid off about 375 workers this past January
48	Guitar Center Westlake Village, CA • 818-735-8800	\$530.6	\$470.4	musical instruments	Musician's Friend direct division only
49	Premier Farnell Independence, OH • 216-525-4300	\$510.6	\$643.6	electronic components, industrial supplies	results affected by the change in value of the British pound
50	Mattel El Segundo, CA • 310-252-2000	\$463.1	\$431.5	toys	American Girl brand only, including seven stores
51	K+K America Milwaukee • 414-443-1700	\$455.0	\$513.0	industrial supplies, office furniture	introduced Hubert brand into the German market
52	Northern Tool & Equipment West Burnsville, MN • 952-894-9510	\$450.5	\$453.1	tools	added new product and redesigned Website
53	AmeriMark Holdings Cleveland, OH • 440-325-2038	\$432.0	\$205.0	apparel, accessories health-related items	includes Dr. Leonard's Healthcare Corp. (acquired December 2007)
54	Aramark Corp. Philadelphia • 215-923-2853	\$426.0	\$400.0	uniforms, public-safety equipment	said this year it will stop selling its WearGuard-Crest work clothing via direct
55	J. Crew Group New York • 212-209-2500	\$408.9	\$377.4	apparel	First Lady Michelle Obama providing plenty of free publicity
56	DBL Distributing Scottsdale, AZ • 480-596-8636	\$405.0*	\$400.0*	wholesale consumer electronics	parent company is Ingram micro
57	LTD Commodities Bannockburn, IL • 847-295-5532	\$400.0*	\$400.0*	general merchandise	new distribution center in Aurora, IL
58	Hanover Direct Weehawken, NJ • 201-863-7300	\$395.0*	\$410.0*	apparel, home decor	launched enhanced apparel collections within Company Kids brand
59	McMaster-Carr Supply Co. Elmhurst, IL • 630-600-3600	\$392.0*	\$389.0*	MRO supplies	awarded U.S. Air Force contract for materials handling equipment
60	Foot Locker New York • 715-845-5538	\$390.0	\$364.0	athletic shoes	bought extreme-sports-gear merchant CCS from Delia's for \$102 million

* estimated

Rank	Company	2008 direct sales (in millions)	2007 direct sales (in millions)	Market segment	Notes
61	Harry & David Holdings Medford, OR • 541-776-2121	\$372.5	\$385.0	food gifts, plants	bought citrus mailer Cushman Fruit in August
62	Restoration Hardware Corte Madera, CA • 415-924-1005	\$350.2	\$244.0	home decor	owned by private equity firm Catterton Partners
63	Provide Commerce San Diego, CA • 858-638-4900	\$350.0	\$300.0	flowers, food and gifts	acquired the assets of gifts cataloger Red Envelope in June
64	Fingerhut Direct Marketing Eden Prairie, MN • 952-656-3700	\$346.0	\$370.0	general merchandise	completed a new round of equity financing of more than \$50 million
65	Allied Electronics Fort Worth, TX • 817-595-3500	\$340.0	\$325.0	electronics components	added several new sections to its online store
66	Crate & Barrel Northbrook, IL • 847-272-2888	\$324.0	\$321.0	home decor	one of several consumer merchants to partner with Catalog Choice service
66	Sport Supply Group Farmers Branch, TX • 972-484-9484	\$324.0	\$243.8	athletic equipment	enhanced key vendor relationships and added new distribution partners
68	Omaha Steaks Omaha, NE • 402-597-3000	\$299.6*	\$288.3*	food	introduced a new updated logo in March 2009
69	J&R Electronics New York • 212-238-9000	\$295.0*	\$290.0*	consumer electronics	founded in 1971
70	Collections Etc. Elk Grove Village, IL • 847-350-5800	\$275.0*	\$274.3*	gifts, collectibles	titles include 10 Mallory Lane, How Helpful and Nature's Touch
71	Eddie Bauer Holdings Bellevue, WA • 425-755-6100	\$274.2	\$277.9	apparel	filed Chapter 11 in June 2009, planning to sell assets to private equity firm
72	Coldwater Creek Sandpoint, ID • 208-263-2266	\$272.9	\$376.4	women's apparel	all merchandise now under a single catalog title
73	Urban Outfitters Philadelphia, PA • 215-454-5500	\$272.5	\$192.2	apparel, home decor	opened two Anthropologie stores in London
74	Bass Pro Shops Springfield, MO • 417-873-5000	\$270.0*	\$250.0*	outdoor gear	mailed over 170 million catalogs/direct mail pieces
75	Brady Corp. Milwaukee, WI • 414-358-6600	\$266.0*	\$264.7*	identification and industrial safety supplies	implemented global workforce reduction of about 10%
76	Production Tool Supply Warren, MI • 586-755-5258	\$263.0*	\$261.5*	MRO supplies	same-day shipping for UPS orders placed by 5 p.m. EST
77	Crutchfield Corp. Charlottesville, VA • 434-817-1000	\$258.0	\$257.0	consumer electronics	Canadian sales tripled in 2008
77	TTI Fort Worth, TX • 817-740-9000	\$258.0*	\$209.0*	electronics components	sales for Mouser Electronics only
79	Doctors Foster and Smith Rhineland, WI • 715-369-3305	\$255.0	\$250.0	pet supplies	operates Liveaquaria.com and PetEducation.com Websites
80	4Imprint Oshkosh, WI • 920-236-7272	\$249.6	\$153.6	promotional products	launched "Two-Minute Takeaways" blog series in September



Rank	Company	2008 direct sales (in millions)	2007 direct sales (in millions)	Market segment	Notes
81	The Talbots Hingham, MA • 781-749-7600	\$239.2	\$427.9	apparel	sold J. Jill business to Golden Gate Capital in June 2009
82	Sierra Trading Post Cheyenne, WY • 800-713-4534	\$236.7	\$236.7	discounted apparel, home goods, and outdoor gear	workforce reduction—its first in 23 years of business—of 10% this past January
83	Potpourri Group Chelmsford, MA • 978-256-4100	\$232.0	\$230.0	gifts, crafts, decor, toys	improved site navigation and search
84	Recreational Equipment Inc. Kent, WA • 253-395-3780	\$225.0	\$190.0	outdoor gear	2008 was the first full year of offering customer reviews on the Website
85	Army & Air Force Exchange Dallas • 214-312-2011	\$224.9	\$245.3	general merchandise	started "Click to Brick" program for in-store pickup earlier this year
86	PetMed Express Pompano Beach, FL • 949-979-5995	\$219.4	\$184.3	pet supplies	about 65% of all orders were placed on Website during the fiscal year
87	Orvis Sunderland, VT • 802-362-8525	\$215.0	\$234.0	apparel, gifts, outdoor gear and home goods	using blogging to get the word out about its green projects
88	Aristotle Corp. Stamford, CT • 203-358-8000	\$212.8	\$211.6	educational and agricultural supplies	hopes the Recovery and Reinvestment Act of 2009 will unlock educational spending
89	NBTY Bohemia, NY • 631-567-9500	\$210.5	\$179.5	nutritional supplements	total net income for the fiscal year was \$158 million, down from \$208 million
90	McNichols Co. Tampa, FL • 813-282-3828	\$205.0	\$181.0	industrial, commercial and architectural metals	added designer textured metals to product line
91	Thompson Group Tampa, FL • 813-884-6344	\$200.0*	\$200.0*	linens, home decor, gifts, cigars	sold coffee merchant Café Belmondo to Boca Java
92	Blyth Greenwich, CT • 203-661-1926	\$190.1	\$206.8	housewares, photo supplies, gifts	had order processing difficulties with implementation of new ERP system
93	Hanesbrands Winston-Salem, NC • 336-519-3386	\$176.5*	\$185.8*	innerwear, casualwear	acquired embroidery facility in Honduras in October
94	Whitney Automotive Group Lasalle, IL • 312-431-6000	\$175.0*	\$170.0*	auto supplies	includes J.C. Whitney, Stylin Trucks and Carparts.com
95	Wayside Technology Shrewsbury, NJ • 732-389-0932	\$174.0	\$179.9	programming software	Programmer's Paradise up 27%; Lifeboat down 13% due to loss of a major line
96	LifeWay Christian Resources Nashville, TN • 615-251-2000	\$170.1*	\$189.0*	church and Christian living products	laid off 5% of its national workforce in August
97	Gaiam Broomfield, CO • 303-222-3600	\$168.2	\$151.5	health and wellness, eco-friendly products	signed an exclusive distribution deal with Discovery Communications in June 2009
98	Charming Shoppes Bensalem, PA • 215-245-9100	\$167.0	\$408.1	apparel, food gifts	sold most of the Crosstown Traders catalogs to Orchard Brands in September
99	Newport Corp. Irvine, CA • 949-863-3144	\$152.0	\$158.1	lab instruments and laser technology	acquired the New Focus business from Oclaro in June 2009
100	Tiffany & Co. New York • 212-755-8000	\$143.0	\$182.1	jewelry, tabletop, gifts	direct sales slid 21% for the November-December period

* 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, HearthSong, Magic Cabin, Plow & Hearth, The Popcorn Factory, ProblemSolvers, Wind & Weather
- ▶ **ARISTOTLE CORP.** includes American Educational Products, Nasco, Summit Learning, Triarco
- ▶ **CABELA'S** includes Antique Hardware and Home, Ducks Unlimited, Van Dyke's Restorers, Van Dyke's Taxidermy, Wild Wings
- ▶ **CHARMING SHOPPES** includes, Figi's, Lane Bryant, Shoetrader.com
- ▶ **HANOVER DIRECT** includes Company Kids, The Company Store, Domestications, International Male, Silhouettes, Undergear
- ▶ **HSNI** includes Alsto's, Ballard Designs, Frontgate,

- Garnet Hill, Grandin Road, Home Focus, Improvements, IOS, Isabella Bird, 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, Gold Violin, Haband, Intimate Appeal, Lew Magram, 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, Potpourri,

- Pyramid Collection, The Stitchery, Serengeti, Whatever Works, Young Explorers
- ▶ **PROVIDE COMMERCE** includes Cherry Moon Farms, ProFlowers, Red Envelope, Secret Spoon, Shari's Berries
- ▶ **SCHOOL SPECIALTY** includes ABC School Supply, Abilitations, Brodhead Garrett, Childcraft, Delta Education, Frey Scientific, Hammond & Stephens, Sax Arts and Crafts, Sportime
- ▶ **SPIEGEL BRANDS** includes Spiegel, Newport News, A.B. Lambdin, Carabella, Venus
- ▶ **STAPLES** includes Corporate Express, Quill Corp., Smilemakers, Medical Arts Press
- ▶ **THE SWISS COLONY** includes Ashro, Ginny's, Home Visions, Midnight Velvet, Monroe and Main, Montgomery Ward, 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
- ▶ **W.W. GRAINGER** includes AW Direct, Ben Meadows, Gempler's, Highsmith, Lab Safety Supply, Rand Materials Handling ●

ALPHABETICAL INDEX

1-800-Flowers.com.....	33
4Imprint.....	80
Airgas.....	36
Allied Electronics.....	65
American Hotel Register.....	45
AmeriMark Holdings.....	53
Aramark Corp.....	54
Aristotle Corp.....	88
Army & Air Force Exchange.....	85
Bass Pro Shops.....	74
Black Box Corp.....	31
Blyth.....	92
Brady Corp.....	75
Broder Bros.....	34
Cabela's.....	28
CDW Corp.....	5
Charming Shoppes.....	98
Cintas Corp.....	27
Coldwater Creek.....	72
Collections Etc.....	70
Crate & Barrel.....	66
Crutchfield Corp.....	77
DBL Distributing.....	56
Dell.....	1
Deluxe Corp.....	29
Digi-Key Corp.....	32
Doctors Foster and Smith.....	79
Eddie Bauer Holdings.....	71
Fingerhut Direct Marketing.....	64
Foot Locker.....	60
Gaiam.....	97
Guest Supply.....	37

Guitar Center.....	48
Hanesbrands.....	93
Hanover Direct.....	58
Harry & David Holdings.....	61
HD Supply.....	41
Henry Schein.....	6
Hewlett-Packard Co.....	11
HSNi.....	17
IBM.....	3
Interline Brands.....	40
J&R Electronics.....	69
J. Crew Group.....	55
J.C. Penney Co.....	23
K+K America.....	51
L.L. Bean.....	25
LifeWay Christian Resources.....	96
Limited Brands.....	21
LTD Commodities.....	57
Macy's.....	35
Mattel.....	50
McMaster-Carr Supply Co.....	59
McNichols Co.....	90
MSC Industrial Direct Co.....	18
NBTY.....	89
Neiman Marcus Group.....	47
Newport Corp.....	99
Northern Tool & Equipment.....	52
Office Depot.....	10
OfficeMax.....	9
Omaha Steaks.....	68
Orchard Brands.....	26
Oriental Trading Co.....	45
Orvis.....	87
Patterson Cos.....	14

PC Connection.....	19
PetMed Express.....	86
Potpourri Group.....	83
Premier Farnell.....	49
Production Tool Supply.....	76
Provide Commerce.....	63
Recreational Equipment Inc. (REI).....	84
Redcats USA.....	20
Restoration Hardware.....	62
School Specialty.....	30
Sears Holding Corp.....	15
Sierra Trading Post.....	82
Sigma-Aldrich Corp.....	16
Spiegel Brands.....	44
Sport Supply Group.....	66
Staples.....	4
Swiss Colony.....	42
Systemax.....	13
Taylor Corp.....	38
The Home Depot.....	42
The Talbots.....	81
Thermo Fisher Scientific.....	2
Thompson Group.....	91
Tiffany & Co.....	100
TTI.....	77
United Stationers.....	8
Urban Outfitters.....	73
VWR International.....	12
W.W. Grainger.....	21
Wayside Technology.....	95
Wesco International.....	7
Whitney Automotive Group.....	94
Williams-Sonoma.....	24
Zones.....	39