



PRESS RELEASE

ROSES STORE CONTINUES WORK ON ITS NEWEST LOCATION IN THE PIQUA MARKET PLACE SHOPPING CENTER

OCTOBER 1, 2011, PIQUA – Construction work continues on the Roses Store in the Market Place Shopping Center. Once complete, the 57,000 sq. ft. store will add a new dimension to the retail offerings on the City’s west side.

“The addition of Roses Store provides the entire northern Dayton Region with a new retail offering,” said Bill Murphy, Executive Director of Grow Piqua Now. Adding, “Through the recently completed Retail Gap Analysis, we knew opportunities existed for additional offerings in both specialty retailers and general merchandise retailers. I am confident Roses will find success in Piqua.”

Roses Store is expected to open its Piqua location in January 2012.

About Roses Store

Roses Store is a division of Variety Stores Inc., a wholly-owned subsidiary of Variety Wholesalers, Inc. Variety Stores, Inc. (formerly “Rose’s Stores, Inc.”), was incorporated in Delaware on May 5, 1927 and is the wholly-owned subsidiary of Variety Wholesalers, Inc.

The retail stores operated by the Company are grouped into three main divisions: Super 10 Division; Maxway Division; and, the Roses Division. The Super 10 Division consists of 159 stores ranging in size from 5,000 to 10,000 square feet and are chiefly competitive with dollar stores such as Family Dollar and Dollar General. These stores operate under the names “Popes,” “Eagles,” “Super Dollar,” “Bill’s Dollar Stores” and “Super 10.” The Maxway Division consists of 148 stores ranging in size from 10,000 square feet to 30,000 square feet and are chiefly competitive with junior department stores such as Peebles, Goody’s, TJ Maxx, etc. The Roses Division consists of 112 stores ranging in size from 30,000 square feet to 70,000 square feet and are chiefly competitive with discount stores such as K-Mart, Wal-Mart, etc.

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