



chute gerdeman **retail**

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Two Chute Gerdeman Retail Store Designs Take Top Honors

First Place Awards for both Shopko and Hamleys

Columbus, OH—Chute Gerdeman Retail’s store designs for Hamleys and Shopko both won first place awards in *Chain Store Age*’s 2008 Retail Store of the Year design competition.

Hamleys Regent Street took first place in the International Hard Lines Greater than 15,000 Sq. Ft. category. Shopko’s new prototype store that debuted in Suamico, Wisconsin, early last year took first place in the Discount Store/Mass Merchant category.

Both stores will be featured in the February issue of *Chain Store Age*. The magazine’s annual competition celebrates retail design across all industry segments.

Whimsical and innovative, the Hamleys Regent Street flagship store design evokes the colorful history behind the historic brand. The store, which recently won UK’s Retail VM & Display Awards for Best Non-Fashion Retail Concept, has exceeded sales expectations. Children and adults in various cities around the world will soon be able to experience the magic and wonder of this venerable toy store as Hamleys expands its global reach.

The new Shopko design, which will be used for future stores, incorporates a number of elements that give the store a stronger connection to its core customers—women shoppers who are driven by value, convenience, and family. In October 2008, Shopko celebrated the grand openings of the second and third stores featuring the award-winning design, one in Sussex, Wisconsin, and another in North Branch, Minnesota. A fourth store is currently under construction in Council Bluffs, Iowa. The store is on schedule to open in March of this year.



About Chute Gerdeman Retail

Founded in 1989, Columbus, Ohio-based Chute Gerdeman Retail is a retail branding and design firm. The firm's client list includes Mattel, M&M'S/Mars, Target, Levi Strauss, Tween Brands Inc., Kohl's, C&A Brazil, Shopko, Sheetz, Smithsonian, Hamleys (UK), Lowe's, Einstein Bros. Café, KFC (Japan), Hanesbrands Inc., Pepsi-Cola, Ross-Simons, Nationwide Arena, Marriott Vacation Club International, Starwood and Wolverine. In addition to its consistent recognition as one of the industry's "Most Exciting Design Firms" by the readers of *DDI* magazine for 11 years in a row, the firm has received numerous awards for its design leadership. For more information, please visit www.chutegerdeman.com.

About Shopko

Shopko Stores Operating Co., LLC is an affiliate of Sun Capital Partners, Inc., a leading private investment firm focused on leverage buyouts, equity, debt, and other investments in market-leading companies that can benefit from its in-house operating professionals and experience. Shopko is a \$2.2 billion retailer of quality goods and services headquartered in Green Bay, WI, with stores located in 13 states throughout the Midwest, Mountain and Pacific Northwest regions. Retail formats include 135 Shopko stores, providing quality name-brand merchandise, great values, pharmacy and optical services in small to mid-sized cities and six Shopko Express Rx stores, a convenient neighborhood drugstore concept. For more information, please visit www.shopko.com.

About Hamleys

Hamleys, the world's most famous toy retailer, was established by Cornishman William Hamley in London in 1760 and is soon to be celebrating its 250th Anniversary (November 2009 – December 2010). Today it remains the world's most wonderful toy shop, synonymous with theatre, magic and entertainment. The flagship Regent Street store contains seven floors of toys from the much-loved brands, to more traditional and nostalgic toys and quirky and unusual products. Demonstrators bring the store to life and Hamleys' unique atmosphere keeps toy suppliers wanting to host exclusive launches at Hamleys and use it for press photocalls, parties and special events. The Regent Street store event facilities can be hired for private parties and larger corporate events.



Hamleys opened a stand alone store in Dundrum Town Centre, Dublin in November 2008 and operates eight UK travel stores located at Heathrow, Stansted, Manchester and Gatwick airports and St Pancras station. Hamleys has ambitious plans to grow the brand further internationally through franchise stores in territories such as Jordan (opened June 2008), Dubai (November 2008), India, Serbia, Russia, China and Greece. Three stores are currently operating in Denmark. These stores and www.hamleys.com enable Hamleys' magic to be delivered throughout the world.

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