

Stock Ownership Guidelines Yes: --% No: --%

**15010 Copywriter**

Works closely with Marketing, Buying, and e-Commerce teams to create the best possible messages for products and services in a timely manner to maintain schedules. Proofreads all ads to maintain integrity of the original copy. May maintain a copy database in order to provide versions as required. May assist in the creation of signage. Maintains the corporate copy style.

(Compensation Data Displayed in \$000s)	Num Orgs	Num Obs	10th %ile	25th %ile	Median	Mean	75th %ile	90th %ile	Short-term Incentives	Num Orgs	Org Weighted	Inc Weighted	
<b>All Participants Analysis</b>									Percent Eligible			29%	
Base Salary - Incumbent Weighted	35	169	29.1	40.4	53.8	55.3	68.0	84.0	Actual as Percent of Base (Mean)	16	6.2%	4.7%	
Base Salary - Organization Weighted	35	169	42.0	48.9	61.7	63.2	75.1	86.0	Threshold Percent (Mean)	7	1.8%	1.8%	
Total Cash Compensation	35	169	29.1	40.8	53.8	56.0	68.2	86.1	Target Percent (Mean)	16	7.8%	6.3%	
Salary Range Minimum	*20	106	22.7	28.1	43.8	41.1	49.9	59.6	Maximum Percent (Mean)	12	10.4%	10.5%	
Salary Range Maximum	*20	106	32.7	37.9	70.0	64.1	82.8	89.4					
<b>Short-term Incentive Eligibility Analysis</b>									<b>Sales Incentives</b>				
Base Salary - STI Eligible	19	49	43.9	49.9	59.4	66.6	84.7	95.8	Percent Eligible			1%	
Base Salary - Not STI Eligible	18	120	29.1	33.5	49.8	50.7	63.2	72.9	Actual as Percent of Base (Mean)	0	--%	--%	
Short-term Incentive - Receiving	16	36	0.6	1.4	2.4	3.2	4.0	7.1	Target Percent (Mean)	0	--%	--%	
Total Cash Compensation - Receiving	16	36	52.9	58.3	71.5	76.1	93.2	102.1	<b>Long-term Incentives</b>				
<b>Sales Incentive Eligibility Analysis</b>									Percent Eligible			10%	
Sales Incentive - Receiving	0	0	--	--	--	--	--	--	Of Those LTI Eligible, Percent Eligible for:				
Sales Incentive Target Amount	0	0	--	--	--	--	--	--	Stock/Share Options			--%	
<b>Long-term Incentive Eligibility Analysis (Black-Scholes)</b>									Share Appreciation Rights (SARs)			--%	
Long-term Incentive - Receiving	*2	10	--	--	--	--	--	--	Restricted Shares/Share Units			--%	
Total Direct Compensation - Receiving	*2	10	--	--	--	--	--	--	Performance Shares/Share Units			--%	
<b>FLSA Status</b>									Performance Cash Units			--%	
FLSA Exempt	76%									Long-term Cash			--%
FLSA Nonexempt	24%									Of Those Reporting LTI Grants. Percent Receiving:			
<b>Union Status</b>									Stock/Share Options			--%	
				Union						Share Appreciation Rights (SARs)			--%
				Nonunion						Restricted Shares/Share Units			--%
										Performance Shares/Share Units			--%
										Performance Cash Units			--%
										Long-term Cash			--%

\*More than 35% of sample supplied by one organization

**INDUSTRY SECTOR/REVENUE/  
STORE SIZE ANALYSIS**

**US RETAIL COMPENSATION  
AND BENEFITS SURVEY**

**15010 Copywriter**

(Compensation Data Displayed in \$000s)	Num Orgs	Num Obs	Base Salary					Short-term Incentives			Total Cash Compensation					
			25th %ile	Median	Mean	Org Wtd Mean	75th %ile	Median	Mean	Rcvng Count	25th %ile	Median	Mean	Org Wtd Mean	75th %ile	
<b>Industry Sector</b>																
Apparel, Fashion, Footwear & Accessories	*10	56	--	33.0	44.6	69.0	--	--	--	7	--	33.0	44.8	70.2	--	
Convenience	0	0	--	--	--	--	--	--	--	0	--	--	--	--	--	
Department Stores	5	53	44.2	61.2	62.0	62.4	71.7	--	--	6	44.2	61.2	62.2	62.7	71.7	
Electronics, Entertainment, Communications, Office	0	0	--	--	--	--	--	--	--	0	--	--	--	--	--	
Grocery, Pharmacy, General Merchandise	*4	12	--	60.9	64.1	63.8	--	2.5	4.6	11	--	63.1	68.4	70.8	--	
Home, Hardware, Building & Garden Supplies	0	0	--	--	--	--	--	--	--	0	--	--	--	--	--	
Restaurants	*1	2	--	--	--	--	--	--	--	2	--	--	--	--	--	
Specialty Stores	*13	44	49.6	54.3	57.1	57.6	59.8	3.8	3.6	9	49.7	54.3	57.9	58.5	63.6	
Wholesale Distribution	*2	2	--	--	--	--	--	--	--	1	--	--	--	--	--	

(Median Net Sales Revenue Displayed in \$000s)	Num Orgs	Num Obs	Base Salary					Short-term Incentives			Total Cash Compensation					
			25th %ile	Median	Mean	Org Wtd Mean	75th %ile	Median	Mean	Rcvng Count	25th %ile	Median	Mean	Org Wtd Mean	75th %ile	
<b>Net Sales Revenue</b>																
< \$100 Mil	--	*1	1	--	--	--	--	--	--	1	--	--	--	--	--	
\$100 < \$300 Mil	--	*1	1	--	--	--	--	--	--	0	--	--	--	--	--	
\$300 < \$700 Mil	--	*2	2	--	--	--	--	--	--	1	--	--	--	--	--	
\$700 < \$2.5 Bil	1,383,500	*12	70	--	37.7	43.7	56.9	--	2.4	3.1	11	--	37.7	44.2	58.4	--
>= \$2.5 Billion	4,912,000	17	86	49.8	57.6	61.2	66.6	69.4	2.9	4.5	15	49.9	59.0	62.0	68.7	70.0

<b>Most Prevalent Store Size</b>		Num Orgs	Num Obs	Base Salary					Short-term Incentives			Total Cash Compensation				
	Org Wtd Median Net Sales Revenue			25th %ile	Median	Mean	Org Wtd Mean	75th %ile	Median	Mean	Rcvng Count	25th %ile	Median	Mean	Org Wtd Mean	75th %ile
Less than 2,000 square feet		*3	4	--	--	58.4	53.1	--	--	--	2	--	--	59.1	53.5	--
2,000 < 10,000 square feet		*10	41	50.0	55.7	61.5	67.3	70.5	--	3.7	3	50.0	55.7	61.8	67.9	70.5
10,000 < 30,000 square feet		*10	29	--	63.2	63.0	63.7	--	2.2	3.4	12	--	63.2	64.4	66.9	--
30,000 or more square feet		7	35	45.0	57.0	63.8	66.9	84.0	2.4	3.3	19	45.0	59.1	65.6	69.9	86.4

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			25th %ile	Median	Mean	Org Wtd Mean	75th %ile	Median	Mean	Rcvng Count	25th %ile	Median	Mean	Org Wtd Mean	75th %ile
<b>Region</b>															
Northeast	12	77	49.7	58.3	63.2	68.7	72.5	1.7	2.4	10	49.7	58.3	63.5	69.4	72.5
Southeast	*5	19	46.7	57.0	59.1	61.5	67.5	--	3.1	11	46.7	59.1	60.9	64.8	70.0
North Central	*8	29	--	29.1	41.2	52.2	--	0.9	2.8	5	--	29.1	41.7	53.9	--
South Central	5	11	48.0	51.3	58.1	59.3	61.6	--	5.3	4	49.7	51.8	60.0	61.5	62.9
West Coast	*8	32	--	35.3	44.9	60.8	--	--	--	6	--	35.3	45.6	62.2	--

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SAMPLE