



MEXICAN APPAREL MONITOR



January 30, 2006

News Release

Mexican Apparel Market Being Tracked by Trendex

The Mexican adult consumer's purchases of apparel are being tracked beginning in 2005 by Trendex North America (Toledo, Ohio). Trendex's Mexican market intelligence program called the Mexican Apparel Monitor is based on 3,000 in home personal interviews conducted in 15 of Mexico's largest metropolitan areas by Marketing Group (Mexico City). Since 1999 Trendex has continually monitored the apparel purchasing behavior of approximately 9,000 adult individuals each quarter.

In commenting on his company's Mexican apparel intelligence service, Randy Harris, President of Trendex North America, noted "The increasing dominance of the Mexican apparel market by the Wal-Mart Mexico organization coupled with an expanding Mexican middle class has resulted in increased interest by United States apparel suppliers in the \$21.0 billion dollar Mexican apparel market. Wal-Mart's domination of the Mexican apparel market is evidenced by Wal-Mart/ Suburbia's share of 13.2% of the men's, and 13.3% of the Mexican women's apparel markets in 2004."

2004 MEXICAN APPAREL AND FOOTWEAR MARKETS

Pesos

Retailer	Men's Apparel	Women's Apparel	Men's Footwear	Women's Footwear
Wal-Mart	2.4%	2.2%	0.4%	0.7%
Aurrera	2.4%	2.2%	0.4%	0.4%
Comercial Mexicana	1.7%	1.5%	0.3%	0.4%
Gigante	1.2%	1.2%	0.3%	0.2%
Soriana	1.3%	1.3%	0.1%	0.2%
Liverpool	5.5%	4.3%	2.0%	2.0%
Palacio de Hierro	3.2%	2.3%	1.3%	1.0%
Suburbia	10.8%	11.1%	2.1%	1.3%
Sears	4.8%	2.5%	1.8%	0.9%
Coppel	3.4%	3.7%	3.9%	3.0%

Note: Data based on interviews conducted in only fifteen Mexican metropolitan areas

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Trendex North America is a marketing intelligence and consulting company specializing in the Canadian and Mexican apparel and footwear markets. It is the largest supplier of marketing intelligence on the Canadian Apparel Market and is the exclusive supplier of Canadian apparel information to Sears Canada, Wal-Mart Canada, and the Canadian Apparel Federation.

For more information on Trendex's Mexican Apparel Monitor along with current Mexican retailing statistics, visit the Trendex Mexico website at:

www.trendexmexico.com

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