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Something for Everyone; FAMILY-FRIENDLY RETAIL BRANDS

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PRICE, CONVENIENCE AND ASSORTMENT.

Those are among the key elements shared in a list of specialty, discount and department stores considered to be the most "family friendly," according to a recent survey by **Brand Keys**, a New York-based brand and customer loyalty research consulting firm.

"People are aggregating their dollars and their loyalty right now," said Robert Passikoff, president and founder of the firm. "It's easier for families to shop at places like these, because of their merchandise range." He noted the top-ranked brands are meeting or exceeding consumers' expectations.

Number-one-ranked Macy's is advertising on its Web site that online shoppers can save 20 to 50 percent in the women's, men's, juniors, kids', home, shoes, handbags and jewelry categories. Wal-Mart's Web site features testimonials from customers on why the store is their preferred shopping destination. One woman responded, "It's like a big family center — I can get food, school supplies; I can even get a bike for my child."

And Kohl's, which operates 1,022 stores in 49 states, is offering deals on everything from women's shoes to housewares, baking goods and clothing and toys for children. Another section of its site is devoted to gift ideas for Mother's Day.

The top specialty, discount and department stores considered to be the most family-friendly.

Macy's

Wal-Mart*

Kohl's*

Old Navy

Costco*

J.C.Penney*

J. Crew†

Dillard's†

Marshalls

H&M*

Kmart*

SOURCE: 2009 **BRAND KEYS** CUSTOMER LOYALTY ENGAGEMENT INDEX; THE FIRM SURVEYED 3,750 MALE AND FEMALE RESPONDENTS, AGES 18 AND OLDER; * AND † INDICATE TIES.

A shot of Old Navy's most recent weekly in-store promotion, which features discounts for all members of the family, including infants, toddlers, children, men and women.

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