

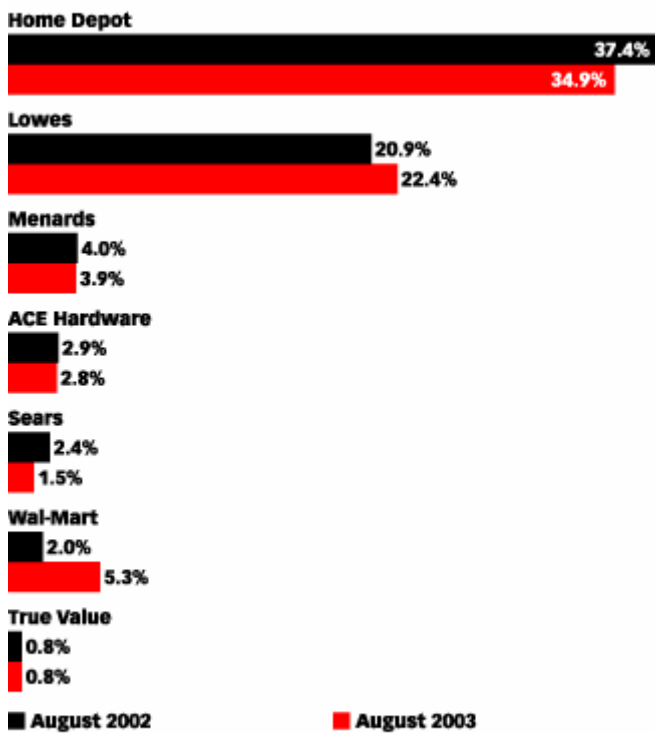


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Wal-Mart Drills into Home Improvement Category

BIGresearch finds that Wal-Mart's share of US consumer preference in the home improvement and hardware category grew by 3.3% year-over-year in August 2003, while those of ACE Hardware and Home Depot declined. Wal-Mart is also infiltrating the retail ranks online.

Major Home Improvement and Hardware Retailers' Consumer Preference Share*, August 2002 & August 2003



Note: consumers ages 18+; *Percent of consumers in the segment that shop most often at the retailer for this category of merchandise. Responses are unaided and are an indicator of retail customer loyalty
Source: BIGresearch, August 2003