PRICE LREN3:
R$ 49.00 (06.30.10)

APPRECIATION OF LREN3 - LAST 12 MONTHS:
+126.6%

MARKET CAPITALIZATION:
R$ 6.0 BILLION (06.30.10)

CONFERENCE CALL:
Time: 1:00p.m. (Brazil) / 12:00p.m. (US-ET)
Date: July 30, 2010
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LOJAS RENNER REPORTS MARGINS AT AN ALL-TIME RECORD: GROSS MARGIN FROM THE RETAIL OPERATION OF 51.4% AND EBITDA OF 24.8%

Porto Alegre, July 29 2010 – LOJAS RENNER S.A. (Bovespa: LREN3), the second largest apparel department store in Brazil today announces its results for the second quarter (2Q10) and the first semester of 2010 (1S10).

HIGHLIGHTS OF THE PERIOD

- The Company's **Total Net Revenue** reported growth of **14.4%,** increasing from R$ 613.4 million in 2Q09 to **R$ 702.0 million** in **2Q10**. In **1S10**, **Total Net Revenue** was **R$ 1,207.7 million** versus R$ 1,032.5 million in 1S09, a growth of **17.0%**.

- **Net Revenue from Merchandise Sales** rose from R$ 554.7 million in 2Q09 to **R$ 630.0 million** in **2Q10**, a growth of **13.6%. Same Store Sales** were **7.4%** up between the months of April and June. In **1S10**, **Net Revenue from Merchandise Sales** was **R$ 1,070.2 million** versus R$ 917.4 million, while **Same Store Sales** were **+10.5%** against -4.0% in 1S09.

- **Gross Profit from Merchandise Sales** reached **R$ 324.1 million** in **2Q10** and **Gross Margin from the Retail Operation** was **51.4%** representing an important increase of **4.1** percentage points. In **1S10**, **Gross Profit from Merchandise Sales** was R$ 542.7 million, with **Gross Margin** recording **50.7%.**

- **Operating Expenses (selling, general and administrative)** saw a reduction in relation to Net Revenue from Merchandise Sales, representing **30.5%** of sales in **2Q10** against 32.1% in 2Q09. In the **first semester,** expenses were **33.9%** against 36.2% in 1S09.

- **Results from Financial Services** were **R$ 31.5 million** in **2Q10**, a growth of **85.5%** on the R$ 17.0 million in 2Q09. In **1S10**, **Financial Services** produced a result of **R$ 63.9 million** versus R$ 43.5 million in 1S09.

- The **Renner Card** posted a grand total of **16.0 million units** in June 2010 with the **average ticket** increasing by **7.4%** to **R$ 138.08** in **2Q10**. In **1S10**, the **average ticket** was **R$ 128.31**, a year-on-year improvement of **9.1%**.

- In **2Q10, Losses from Renner Card** business **were 3.6%** of merchandise sales against 4.7% in 2Q09. For the accumulated six month period losses represented **3.9%** of Net Revenue from Merchandise Sales versus 4.7% for 1S09.

- **EBITDA** in **2Q10** was **R$ 156.0 million**, representing a growth of **57.8%** compared with the R$ 98.8 million for the same period in 2009. The **EBITDA Margin** was **24.8%** against 17.8% in 2Q09, a significant increase of **7.0 percentage points**. In **1S10, EBITDA** amounted to **R$ 232.6 million** and the **EBITDA Margin** reached **21.7%**.

STORE OPERATING PERFORMANCE

OPERATING DATA	2Q10	2Q09	1S10	1S09
Total Company's Net Revenue (R$ MM)	702.0	613.4	1,207.7	1,032.5
Net Revenue from Merchandise Sales (R$ MM)	630.0	554.7	1,070.2	917.4
Net Revenue from Merchandise Sales *Nominal Growth over Previous Year*	+13.6%	+8.7%	+16.7%	+2.7%
Same Stores Sales Growth [1] *Nominal Growth over Previous Year*	+7.4%	+2.1%	+10.5%	-4.0%
Number of Stores *End of June*	125	115	125	115
Sales Area (in thousand m^2) [2] *End of June*	259.4	240.6	259.4	240.6
Net Revenue per m^2 (R$ per m^2) *Net Revenue per Average Sales Area*	2,455	2,321	4,221	3,915
Number of Employees *End of June*	11,671	10,077	11,671	10,077

The second quarter of the year is traditionally marked by two dates of commercial importance: Mother's Day in May and the Brazilian version of St. Valentine's Day in June. Additionally, sales in this period are also impacted by lower temperatures with the onset of the fall-winter seasons.

The April-June period 2010 was characterized by a good sales performance in the light of a favorable environment for consumption driven by several macroeconomic variables, such as high levels of consumer confidence, declining unemployment and the increase in the number of jobs in the formal market. As a result, **Net Revenue from Merchandise Sales** grew **13.6%** in **2Q10** and **16.7%** in **1S10**. **Same Store Sales** were up by **7.4%** in **2Q10** and +**10.5%** in the period between January and June 2010.

The Company's businesses continued to report significant improvements in the quarter in line with operational initiatives implemented over the past few years. These involve supply chain developments, the rebalancing of quantities of domestically-made items vis-à-vis imports, improvement in inventory composition and procurement planning, as well as the fine-tuning of processes relating to the development of collections together with a greater understanding of the peculiarities of each region of the country. These initiatives have been instrumental in ensuring important gains in **Gross Margin**, which rose from 47.3% in 2Q09 to **51.4%** in **2Q10,** and from 47.3% in 1S09 to **50.7%** in the first six months of the current year.

Store **productivity** is also worthy of mention, with **Net Revenue per m^2** presenting a growth of **5.8%** from R$ 2,321 per m^2 to **R$ 2,455 per m^2** in **2Q10** and from R$ 3,915 per m^2 to **R$ 4,221 per m^2** in **1S10**.

In the period from January to June, Lojas Renner unveiled **five stores,** one in the South, another in the Northeast and three in the Southeast region of Brazil with the Company reporting a sales area of **259.4 thousand m^2** distributed across **125 stores** at the end of 2Q10. Special mention should be made here of the Avenida Paulista store in the city of São Paulo which has been posting positive results, underlining Renner's continued interest in also expanding the stand-alone model of store. New store roll-outs demanded **investments** of **R$ 23.1 million.** The opening of a further nine stores is planned before the year-end, including compact model pilot operations.

[1] The stores are included in the comparable sales calculation beginning in the 13th month of their operations. Changes in comparable store sales between two periods are based on net sales of stores, which were in operation during both comparable periods. If a store is included in the calculation of comparative store sales for only a portion of one of the two periods compared, then that store will be included in the calculation for only the comparable portion of the other period. When the square meters of a store that is included in comparable store sales are increased or decreased, that store continues to be included in the comparable store sales calculation. When a store is closed, its sales are excluded from the calculation of comparable store sales for the periods compared.

[2] Total square meters at the end of a period include only retail selling space, excluding stockroom and back office areas.

RESULTS FROM THE RETAIL OPERATION

Net Revenue

Net Revenue from Merchandise Sales reached **R$ 630.0 million** in **2Q10**, against R$ 554.7 million in 2Q09, a growth of **13.6%**. **Same Store Sales** posted an increase of **7.4%** compared with 2Q09. In **1S10, Net Revenue from Merchandise Sales** was **R$ 1,070.2 million** with **Same Store Sales** of **10.5%** higher**.** This performance was linked to the public acclaim with which our collections were received in addition to improvements in inventory composition as compared with the same period in 2009. Again the macroeconomic scenario proved beneficial during the period reporting positive indicators for formal employment and greater confidence levels.

Gross Profit

GROSS PROFIT FROM MERCHANDISE SALES (R$ MM)	2Q10	2Q09	1S10	1S09
Gross Revenue from Merchandise Sales	842.5	741.9	1.421.9	1.219.5
Deductions of Goods Sold	(212.5)	(187.2)	(351.7)	(302.1)
Net Revenue from Merchandise Sales	630.0	554.7	1.070.2	917.4
Cost of Goods Sold	(305.9)	(292.1)	(527.5)	(483.8)
Gross Profit from Merchandise Sales	324.1	262.6	542.7	433.6
Gross Margin from Retailing Operation	51.4%	47.3%	50.7%	47.3%

Gross Profit from Merchandise Sales was **R$ 324.1 million** in **2Q10** against R$ 262.6 million in 2Q09, translating into growth of **23.4%**. **Gross Margin from the Retailing Operation** was **51.4%** in **2Q10,** representing an important growth of **4.1 percentage points** in relation to 2Q09. In **the first six months of 2010**, the Company reported, **Gross Profit from Merchandise Sales** of **R$ 542.7 million** versus R$ 433.6 million in 1S09 while **Gross Margin,** in turn, was **50.7%** against 47.3%.

Operating improvements in procurement and planning processes as well as further developments in the supply chain, contributed to the margins. These improvements shall be sustainable going forward in terms of margin gains when compared with the same quarters in the previous year. Improvements in inventory composition also helped boost margins in relation to 2009.

Selling Expenses

Selling Expenses were **7.7%** higher rising from R$ 131.7 million in 2Q09 to **R$ 141.8 million** in **2Q10**. However, relative to Net Revenue from Merchandise Sales, Selling Expenses fell from 23.7% in 2Q09 to **22.5%** in **2Q10**. In **1S10**, **Selling Expenses** amounted to **R$ 271.2 million**, a **9.3%** rise, albeit representing **25.3%** of Net Revenue from Merchandise Sales versus 27.0% in 1S09. These improved figures reflect sales performance in the period and the cost structure adopted by the Company as from 2008, both of which contributed to the dilution of expenses shown. Average expenses per store posted a **reduction of 1.5%** in **2Q10** declining from R$ 1,170.2 thousand in 2Q09 to **R$ 1,152.5 thousand**. During the first semester, average expenses per store were stable with a slight increase of 0.4% from R$ 2,205.5 thousand to **R$ 2,214.2 thousand** in **1S10**.

General and Administrative Expenses

General and Administrative Expenses increased by **8.4%,** totaling **R$ 50.1 million** in **2Q10** as against R$ 46.2 million in the same period 2009. This item as a percentage of Net Revenue from Merchandise Sales was **8.0%** in **2Q10** against 8.3% in 2Q09. In **1S10, General and Administrative Expenses** were up **8.2%** from R$ 84.2 million to **R$ 91.1 million**. General and Administrative Expenses as a percentage of Net Revenues reported **8.5%** in **1S10** versus 9.2% in 1S09. These improvements reflect Management's continuous efforts to cut corporate costs during the course of the year.

In **2Q10,** average expenses per store posted a slight **reduction of 0.8%** from R$ 410.7 thousand to **R$ 407.3 thousand** while for the six month period expenses were **cut by 0.7%** from R$ 748.5 thousand to **R$ 743.4 thousand** per store in **1S10**.

Profit Sharing Program

In **2Q10, Profit Sharing Program (PPR)** overheads were **R$ 5.6 million** against R$ 3.7 million in 2Q09 while semi-annual expenses for the same item in 2010 reached **R$ 8.3 million** versus the R$ 5.1 million provisioned in 1S09. Again, these increases are a reflection of the Company's good results for the periods under review and expenses are in line with "Other Operating Results".

Results from the Retail Operation

The **Retail Operation** reported significant improvement during the year generating a **Retail Operation EBITDA** of **R$ 124.5 million** in **2Q10** and **R$ 168.7 million** in **1S10**, versus R$ 81.8 million and R$ 97.4 million in 2Q09 and 1S09, respectively. These results were 52.2% higher quarter-on-quarter and 73.2% on a comparative semi-annual basis, with **EBITDA Margins from the Retail Operation** increasing **5.1 percentage points** in **2Q10** (a rise of 14.7% to **19.8%**), and **5.2 percentage points** in **1S10** (an increase of 10.6% to **15.8%**).

EBITDA FROM RETAILING OPERATION (R$ MM)	**2Q10**	**2Q09**	**1S10**	**1S09**
Gross Revenue from Merchandise Sales	**324.1**	**262.6**	**542.7**	**433.6**
Operating Expenses from Retail Operation *(Selling, G&A, Manag. Remuneration, Taxes e PPR*)*	(205.8)	(187.1)	(385.9)	(347.7)
Other Operating Results	6.2	6.3	11.9	11.5
EBITDA from Retailing Operation	**124.5**	**81.8**	**168.7**	**97.4**
EBITDA Margins from the Retailing Operation (over Net Revenue from Merchandise Sales)	**19.8%**	**14.7%**	**15.8%**	**10.6%**

** Profit Sharing Program*

RESULT FROM FINANCIAL SERVICES

RESULT FROM FINANCIAL SERVICES BREAKDOWN (R$ MM)	2Q10	2Q09	1S10	1S09
Revenues	**72.0**	**58.6**	**137.5**	**115.2**
Recovery of Past Due Receivables *(Related to Merchandise Sales)*	29.8	27.3	53.4	50.3
Additional Revenues Generated by Interest-bearing Plan	23.6	16.7	45.7	35.7
Personal Loans and Other Financial Services	18.6	14.6	38.4	29.2
Credit Losses, Net of Recoveries	**(28.6)**	**(32.0)**	**(52.2)**	**(54.3)**
Merchandise Sales	(10.9)	(14.5)	(16.6)	(21.1)
Additional Losses Generated by Interest-bearing Plan	(12.1)	(11.4)	(25.3)	(21.8)
Personal Loans	(5.6)	(6.1)	(10.3)	(11.4)
Operating Expenses *(Renner Card & Financial Services)*	**(11.9)**	**(9.6)**	**(21.4)**	**(17.4)**
Total	**31.5**	**17.0**	**63.9**	**43.5**
% of EBITDA	**20.2%**	**17.2%**	**27.5%**	**30.9%**

The **Results from Financial Services item** was **R$ 31.5 million** in **2Q10**, **85.5%** higher than reported in the same period in 2009. In **1S10, Financial Services** generated a result of **R$ 63.9 million**, a year-on-year improvement of **47.0%**. These results stem from an improved showing by the Personal Loan and Insurance segments combined with enhanced credit performance and the greater refinement of propensity models for offering products through CRM initiatives. The greater proportion of Renner Card sales using the 0+8 interest-bearing installment credit plan combined with lower delinquency rates also contributed to a positive performance.

In **2Q10,** Lojas Renner granted **R$ 27.7 million** in personal loans, an increase of **21.7%** compared with the preceding year. Year to date, loan volume increased **22.2%** over 1S09, totaling **R$ 54.8 million** in **1S10**. The portfolio including interest amounted to **R$ 97.1 million** (R$ 71.0 million adjusted for present value) in June 2010. The average ticket for these operations amounted to approximately R$ 589.00 (principal) at an average term of 8.3 months.

Credit Losses on sales effected with the Renner Card, Net of Recoveries, was **3.6%** of Net Revenue from Merchandise Sales for **2Q10**, and below the 4.7% posted in 2Q09. In **1S10**, **Credit Losses** were **3.9%,** also less than the 4.7% posted in 1S09. The conclusion of credit centralization process for all the stores at the end of 2009 together with the activating of payment collection focused on more recently overdue payments contributed to reported results despite the greater predominance of the 0+8 interest-bearing credit plan which increased from 12.1% to **13.4%** in **2Q10** and from 10.8% to **13.0%** in **1S10**.

With respect to **Personal Loans**, the provisions for losses on credits are constituted on the basis of the risk classification of the operations similar to the classification criteria for credit operations established by the Central Bank of Brazil and in line with the same policy adopted by the financial institutions. Provisions are based on a classification of risk which at the highest level of risk, considers the entire amount including the portion still not due, and not merely the amount overdue (Dragging Method, where customer debt with different installments of different contracts, distributed across the portfolio is transferred to a worst case overdue classification, consolidated and provisioned). The percentage provisioned gradually increases as payment delay increases with the outstanding amount in excess of 180 days being 100% accrued.

Expenses with provisions and losses on Personal Loans, Net of Recoveries, reported in **2Q10**, were **R$ 5.6 million**, against R$ 6.1 million in 2Q09. In **1S10**, this item totaled **R$ 10.3 million**, and equally less than the R$ 11.4 million reported in 1S09. These reductions are linked to the enhanced efficiency of the credit models for personal loan products and the consequent improvement in the portfolio's quality/profile.

Results from Financial Services are made up of the following items:

Revenues: this item reports revenues arising from the collection of delayed credit payments associated to the retailing operation (in up to five installments and partially with respect to sale of merchandise under the 0+8 installment plans), as well as revenues generated from the intermediation of credit sales under the 0+8 installments with interest plan and from Personal Loans net of taxes and cost of funding. Revenues from Capitalization Bonds (annuities) and Insurance Policies fees are also recognized here.

Credit Losses, Net of Recoveries: this item records the provision for losses on credits associated with the retailing operation (in up to five installments and partially with respect to sale of merchandise under the 0+8 installment plan) as well as additional losses arising from the intermediation of credit sales under the 0+8 installments with interest plan. In both cases, losses registered in this way are deducted from recoveries of losses written off in previous periods. Losses generated from the intermediation of Personal Loans are also booked to this item.

Operating Expenses: this item records expenses related to operations involving the financial services including all the costs incurred from this business, as well as all collection overheads associated to the Financial Services and Renner Card with respect to the 0+5 installment interest free and 0+8 installments with interest plans.

RENNER CARD

The **Renner Card** accounted for **57.8%** of **2Q10** sales against 61.5% in the same period in the preceding year. In **1S10**, the Renner Card represented **57.0%** of sales, and less than the 60.7% recorded in 1S09. This reduced participation of total sales is in large part due to the significant number of store rollouts as from 2005 (63 new stores). This reflects the time the Company requires to ramp up a representative card-holder base in new markets. The greater share of payments effected with traditional credit cards has also been impacting results. The Company believes the launch of credit cards co-branded with Mastercard and Visa in the second half of 2010 will contribute to the recovery of the Renner Card's share of total sales. The **average ticket** for Renner Card sales increased to **R$ 138.08** in **2Q10** compared with R$ 128.53 in 2Q09, an increase of **7.4%**. In **1S10**, the **average ticket** was **R$ 128.31** versus R$ 117.63 in 1S09, a growth of **9.1%**.

The **0+8 interest-bearing installment credit plan** represented **13.4%** of all sales in **2Q10** with an increase in relation to the 12.1% reported in 2Q09. The **0+5 credit plan** accounted for **44.4%** in **2Q10**, against 49.4% in the period the previous year. In **1S10**, the 0+8 installment credit plan took a **13.0%** share of the total sales while the **0+5** plan represented **44.0%** versus 10.8% and 49.9%, respectively in 2009.

In **2Q10**, Renner issued **435.8 thousand new cards,** in the first six months, accumulating **757.5 thousand** of new plastic in **1S10**, resulting in a grand total of **16.0 million** as at June 2010.

TOTAL EBITDA

EBITDA = Earnings before Net Financial Expenses, Income Tax and Social Contribution on Profit, Depreciation, Amortization, Stock Option Plan Expenses, Results from Write-off of Fixed Assets and Extraordinary Expenses. EBITDA is not a measure used in Brazilian accounting practices and does not represent cash flow for the periods under review. It should not be considered as an alternative for net income, as an indicator of operating performance or as an alternative for cash flow in the form of an indicator of liquidity. EBITDA does not have a standardized meaning and the Company's definition of EBITDA may not be comparable with the adjusted EBITDA of other companies. While in accordance with accounting practices used in Brazil EBITDA does not provide a measure of operating cash flow, Management uses it to measure operating performance. In addition, the Company understands that certain investors and financial analysts use EBITDA as an indicator of the operating performance of a company and/or its cash flow.

EBITDA RECONCILIATION (R$ MM)	2Q10	2Q09	1S10	1S09
Net Income	**91.0**	**47.8**	**127.9**	**58.7**
(+) Income & Social Contribution Taxes	45.7	24.7	64.3	30.2
(+/-) Result from Write-off of Fixed Assets	0.4	0.2	0.8	0.1
(+/-) Financial Result	(3.6)	3.0	(5.6)	7.0
(+) Depreciation and Amortization	17.9	18.3	36.7	36.5
(+) Stock Option Plan	4.6	4.8	8.5	8.4
EBITDA	**156.0**	**98.8**	**232.6**	**140.9**
EBITDA Margin *(over Net Revenue from Merchandise Sales)*	**24.8%**	**17.8%**	**21.7%**	**15.4%**

EBITDA in **2Q10** was **R$ 156.0 million**, against R$ 98.8 million in 2Q09, a marked increase of **57.8%**, with an **EBITDA Margin** on Net Revenue from Merchandise Sales reaching **24.8%** in the quarter against 17.8% in 2Q09, (22.2% if calculated on the Company's Total Net Revenue as opposed to 16.1% in 2Q09), with an important increase of **7.0 percentage points**. In **1S10**, **EBITDA** reached **R$ 232.6 million**, a growth of **65.1%** on the R$ 140.9 million posted in 1S09. The **EBITDA Margin** for the semi-annual period increased from 15.4% in 1S09 to **21.7%** in **1S10** (19.3% if calculated on Total Net Revenue versus 13,6% in 1S09). Increases in both **EBITDA** and **EBITDA Margin** are due to a combination of four key factors: the more positive retailing environment, the operational initiatives implemented over the years and feeding through to important growth in gross margin, dilution of expenses due to a fixed cost structure adopted over the years and finally a reflection of stronger results from the financial services business.

STOCK OPTION PLAN

In **2Q10**, the Company recognized **R$ 4.6 million** against R$ 4.8 million in 2Q09 as expenses on its **Stock Option Plan** while in **1S10** expenses amounted to **R$ 8.5 million** versus R$ 8.4 million. These overheads correspond to the fair value of the respective financial instruments, calculated as from the date of the grant of stock options based on the Black&Scholes model. This model is calculated using assumptions such as market value of the share on the date of the options grant, the exercisable price of the option, the volatility of the Company's share price, the risk free interest rate and the duration of the vesting period contract. The expense is registered on a "*pro rata temporis*" basis during the period in which services are rendered by the plan member to the Company**,** beginning on the grant date through to the date on which the beneficiary acquires the right to exercise the option.

FINANCIAL RESULT

FINANCIAL RESULT (R$ MM)	2Q10	2Q09	1S10	1S09
Financial Revenues	11.8	5.7	22.2	10.5
Financial Expenses	(2.2)	(1.9)	(5.2)	(3.8)
Net Effect of Adjustment of Long-Term Taxes to Present Value	0.8	(0.7)	1.1	(1.2)
Foreign Exchange Variation, Net	0.0	1.8	0.3	1.8
Cost of Financing Delinquent Customers, Net	(6.8)	(7.9)	(12.8)	(14.3)
Financial Result	**3.6**	**(3.0)**	**5.6**	**(7.0)**

In **2Q10**, the **Financial Result** was a positive **R$ 3.6 million**, against a negative R$ 3.0 million in 2Q09. In **1S10,** the Company reported a positive **Financial Result** of **R$ 5.6 million** versus a negative R$ 7.0 million in the same period of 2009. These changes are largely due to a stronger position in cash and cash equivalents in relation to the equal periods in 2009.

NET INCOME

In the light of the factors reported above, the Company ended **2Q10** with a growth in **Net Income** of **90.2%**, this item increasing from R$ 47.8 million in 2Q09 to **R$ 91.0 million**. The **Net Margin**, calculated on Net Revenue from Merchandise Sales, was **14.4%** in **2Q10** (13.0% if calculated on the Company's Total Net Revenue against 7.8% in 2Q09), outpacing the 2Q09 by **5.8 percentage points**. In **1S10**, Net Income reached **R$ 127.9 million** versus R$ 58.7 million in 1S09. First semester **Net Margin** was **11.9%**, a **5.5 percentage points** improvement over the 6.4% reported in 1S09 (10.6% if calculated on Total Net Revenue compared with 5.7% in 1S09).

CASH AND CASH EQUIVALENTS, NET

CASH AND CASH EQUIVALENTS, NET (R$ MM)	JUN.10	MAR.10	JUN.09
Cash and Cash Equivalents	359.1	390.8	194.4
Total Loans and Financing	(149.8)	(147.7)	(164.2)
Short Term	(118.9)	(114.6)	(124.5)
Long Term	(30.9)	(33.1)	(39.7)
CASH AND CASH EQUIVALENTS, NET	**209.3**	**243.1**	**30.2**

In June 2010, **Cash and Cash Equivalents** amounted to **R$ 359.1 million**, against R$ 194.4 million for June 2009. This improved position is related to larger gross cash generation during 2009 and the first half of 2010 as well as a lower allocation of working capital to the business.

On June 30 2010, **Loans and Financing** stood at **R$ 149.8 million**, of which R$ 110,0 million was in the form of short term credit lines for financing delinquent customers and R$ 39.8 million in the form of long-term funding from the Banco do Nordeste.

As a result, the Company recorded **Cash and Cash Equivalents, Net** of **R$ 209.3 million** at the end of the quarter.

INVESTMENTS (CAPEX)

CAPEX Summary (R$ MM)	2Q10	2Q09	1S10	1S09
New Stores	15.4	14.8	23.1	20.6
Remodeling of Installations	1.1	2.3	1.7	2.9
IT Equipment & Systems	3.6	1.3	5.7	1.3
Others	0.5	3.1	5.9	3.1
Total	**20.6**	**21.5**	**36.4**	**27.9**

In **2Q10**, Lojas Renner's investments in fixed assets amounted to **R$ 20.6 million** against R$ 21.5 million in 2Q09. Of this amount, **R$ 15.4 million** was spent on the rollout of new stores. In **1S10**, capital expenditures amounted to **R$ 36.4 million** as compared with R$ 27.9 million.

In **1S10**, new stores were opened in the states of Alagoas, Santa Catarina, São Paulo and Rio de Janeiro, the Company's network now totaling **125 units** in operation with a total sales area of **259.4 thousand m²**. A further nine stores are scheduled for rollout in 2S10, including pilot launches of the compact model located in upstate Rio Grande do Sul and São Paulo and in the metropolitan area of Salvador, state of Bahia.

Depreciation and Amortization expenses fell **2.3%** from R$ 18.3 million in 2Q09 to **R$ 17.9 million** in **2Q10**. In **1S10**, these expenses totaled **R$ 36.7 million** against R$ 36.5 million in 1S09.

ABOUT LOJAS RENNER

Lojas Renner is the second largest department store chain merchandising apparel in Brazil, currently with 125 stores, 117 of them installed in shopping malls and a further 8 stand-alone stores in downtown city areas, located in the South, Southeast, Midwest, North and Northeast of Brazil. The Company develops and sells quality women's, men's, teen and children's apparel, footwear and underwear through 15 private labels of apparel and related items, of which six represent the Lifestyle concept, each brand targeting a specific style and way of being and dressing. Lojas Renner also sells fashion accessories and cosmetics through two proprietary brands while offering third-party branded merchandise in certain product categories.
The Company's principal target customers are women between the ages of 18 and 39 who are in the middle/high levels of the Brazilian purchasing power spectrum. Lojas Renner offers its customers fashionable, high quality merchandise at competitive prices in a shopping environment, which is practical and agreeable. The Lifestyle concept of merchandising makes it easier for the customers to combine individual items of apparel into a complete outfit with a consistent style according to each one of the brands.

Lojas Renner seeks to maintain its merchandise continuously fresh by always introducing new designs, to keep pace with and help to shape the style preferences of its customers. The mission of each one of the employees is not merely to satisfy but to enchant our customers by exceeding their expectations.

Lojas Renner also offers financial services, such as sales financed under a 0+8 interest-bearing credit plan, personal loans, capitalization bonds (annuities) and insurance policies through its store network.

FORWARD LOOKING STATEMENTS

This release contains forward-looking statements relating to the prospects of the business, estimates for operating and financial results, and those related to growth prospects of Lojas Renner S.A. These are merely projections and, as such, are based exclusively on the expectations of the Company's management concerning the future of the business. Such forward-looking statements depend substantially on changes in market conditions, the performance of the Brazilian economy, the sector and the international markets, and are therefore subject to change without prior notice.

INCOME STATEMENT

Income Statement (in R$ '000)	2Q10	2Q09	Var %	1S10	1S09	Var %
Net Operating Revenue	**702,018**	**613,414**	**14.4%**	**1,207,713**	**1,032,548**	**17.0%**
Net Revenue from Merchandise Sales	629,989	554,732	13.6%	1,070,235	917,380	16.7%
Net Revenue from Financial Services / Products	72,029	58,682	22.7%	137,478	115,168	19.4%
Cost of Goods Sold from Merchandise Sales	**(305,918)**	**(292,101)**	**4.7%**	**(527,580)**	**(483,777)**	**9.1%**
Gross Profit	**396,100**	**321,313**	**23.3%**	**680,133**	**548,771**	**23.9%**
Other Operating Income (Expenses)	**(262,685)**	**(245,666)**	**6.9%**	**(492,730)**	**(452,814)**	**8.8%**
Selling	(141,752)	(131,652)	7.7%	(271,245)	(248,124)	9.3%
General and Administrative	(50,098)	(46,199)	8.4%	(91,064)	(84,202)	8.1%
Management Remuneration	(1,908)	(1,334)	43.0%	(3,709)	(2,669)	39.0%
Taxes	(6,429)	(4,247)	51.4%	(11,587)	(7,636)	51.7%
Stock Option Plan	(4,629)	(4,835)	-4.3%	(8,458)	(8,420)	0.5%
Losses on Receivables, Net	(28,568)	(32,035)	-10.8%	(52,152)	(54,297)	-4.0%
Financial Products/Services	(11,911)	(9,636)	23.6%	(21,442)	(17,402)	23.2%
Depreciation and Amortization	(17,923)	(18,343)	-2.3%	(36,718)	(36,480)	0.7%
Other Operating Results	533	2,615	-79.6%	3,645	6,416	-43.2%
Operating Income Before Financial Result	**133,415**	**75,647**	**76.4%**	**187,403**	**95,957**	**95.3%**
Financial Result	3,616	(3,022)	219.7%	5,568	(6,963)	180.0%
Operating Income After Financial Result	**137,031**	**72,625**	**88.7%**	**192,971**	**88,994**	**116.8%**
Result from Write-Off of Fixed Assets	(410)	(152)	169.7%	(787)	(93)	746.2%
Income Before Income & Soc. Cont. Taxes	**136,621**	**72,473**	**88.5%**	**192,184**	**88,901**	**116.2%**
Income and Social Contribution Taxes	(45,663)	(24,650)	85.2%	(64,323)	(30,218)	112.9%
Net Income for the Period	**90,958**	**47,823**	**90.2%**	**127,861**	**58,683**	**117.9%**
Earnings per Share - Basic R$	**0.7463**	**0.3932**	**89.8%**	**1.0490**	**0.4825**	**117.4%**
Earnings per Share - Diluted R$	**0.7355**	**0.3913**	**88.0%**	**1.0339**	**0.4802**	**115.3%**
Number of shares (in thousands)	**121,901**	**121,624**	**-**	**121,901**	**121,624**	**-**

BALANCE SHEET

Balance Sheet (in R$ '000)			
Assets	**Jun.10**	**Mar.10**	**Jun.09**
TOTAL ASSETS	**1,871,880**	**1,832,162**	**1,586,346**
Current	**1,379,239**	**1,348,005**	**1,103,491**
Cash & Cash Equivalents	359,077	390,846	194,402
Trade Accounts Receivable	690,169	625,256	634,262
Inventories	285,842	282,976	231,175
Recoverable Taxes	13,757	19,574	17,779
Other Accounts Receivable	27,076	25,877	22,683
Prepaid Expenses	3,318	3,476	3,190
Not Current	**492,641**	**484,157**	**482,855**
Judicial Deposits	9,332	9,281	12,790
Recoverable Taxes	10,764	11,042	12,429
Other Accounts Receivable	6,230	6,861	6,063
Deferred Taxes	63,787	56,591	51,090
Investments	63	63	63
Property, Plant and Equipment - Net	360,491	356,790	356,578
Intangible - Net	41,974	43,529	43,842
Liabilities and Shareholders' Equity	**Jun.10**	**Mar.10**	**Jun.09**
TOTAL LIABILITIES	**1,871,880**	**1,832,162**	**1,586,346**
Current	**862,863**	**841,103**	**724,514**
Loans and Financing	118,925	114,584	124,526
Financing - Financed Sales and Personal Loans	285,404	267,329	217,000
Suppliers	243,175	212,523	184,040
Taxes and Contributions Payable	93,093	61,268	89,747
Accrued Salaries and Vacations Payable	41,697	49,765	34,773
Rentals Payable	15,580	14,639	16,029
Liabilities Under Bylaws	369	53,656	260
Reserve for Civil and Labor Risks	16,974	16,780	14,730
Other Accounts Payable	47,646	50,559	43,409
Not Current	**93,375**	**83,057**	**83,029**
Loans and Financing	30,862	33,067	39,680
Taxes and Contributions Payable	21,969	15,953	11,079
Reserve for Tax and Civil Risks	31,588	28,911	24,048
Other Accounts Payable	8,956	5,126	8,222
Shareholders' Equity	**915,642**	**908,002**	**778,803**
Capital	403,629	403,216	400,132
Capital Reserves	164,643	160,013	147,362
Profit Reserves	220,023	308,819	172,626
Valuation Adjustment to Equity	(514)	(949)	-
Retained Earnings	127,861	36,903	58,683

CASH FLOW

Statement of Cash Flow (in R$ '000)	2Q10	2Q09	1S10	1S09
Cash Flow from Operating Activities				
Net Income for the Period	**90,958**	**47,823**	**127,861**	**58,683**
Adjustment to Reconcile Net Income to Cash and Cash Equivalents Provided from Operating Activities				
Depreciation and Amortization	17,911	18,313	36,693	36,422
Amortization of Goodwill	12	29	25	58
Result on Sale or Disposal of Property, Plant and Equipment	410	187	838	226
Accrued Interest, Net of Interest Paid	(661)	(597)	(575)	(718)
Stock Option Plan	4,629	4,835	8,458	8,420
Reserve for Tax, Civil and Labor Risks	2,871	1,819	5,953	2,833
Deferred Income and Social Contribution Taxes	(7,196)	(2,103)	(810)	2,770
Provisions for Losses on Assets	17,728	15,696	9,772	(7,934)
	126,662	**86,002**	**188,215**	**100,760**
Changes in Assets and Liabilities				
(Increase) Decrease in Trade Accounts Receivable	(77,288)	(72,869)	67,513	81,611
(Increase) Decrease in Inventories	(8,219)	33,695	(81,190)	(35,700)
Decrease in Valuation Adjustment to Equity	435	-	998	-
Decrease in Other Assets	5,685	6,075	409	6,776
(Increase) Decrease in Judicial Deposits	(51)	(527)	111	(500)
Increase (Decrease) in Financing-Financed Sales and Personal Loans	18,075	8,605	2,485	(37,325)
Increase (Decrease) in Suppliers	30,652	36,511	(24,897)	14,152
(Decrease) Increase in Accrued Salaries and Vacations	(8,068)	5,742	(5,698)	4,687
Increase (Decrease) in Taxes Payable	37,841	41,470	(39,817)	(46,329)
Increase (Decrease) in Other Liabilities	917	4,633	2,982	(3,626)
Increase (Decrease) in Rent Payable	941	1,076	(1,262)	(2,143)
(Decrease) in Liabilities Established by Bylaws	(6,007)	(2,700)	(6,007)	(2,700)
Net Cash Generated in Operating Activities	**121,575**	**147,713**	**103,842**	**79,663**
Cash Flow from Investing Activities				
Purchases of Property, Plant and Equipment and Intangible Assets	(20,547)	(21,602)	(36,445)	(28,028)
Proceeds from Disposal of Fixed Assets	70	8	111	12
Net Cash (Used in) Investing Activities	**(20,477)**	**(21,594)**	**(36,334)**	**(28,016)**
Cash Flow from Financing Activities				
Loans Drawn	5,000	34,428	30,000	54,428
Capital Increase	413	95	684	206
Repayments of Loans	(2,204)	(9,000)	(14,409)	(50,000)
Interest on Equity and Dividends Paid	(136,076)	(40,579)	(136,076)	(40,579)
Net Cash (Used in) Financing Activities	**(132,867)**	**(15,056)**	**(119,801)**	**(35,945)**
(Decrease) Increase in Cash and Cash Equivalents	**(31,769)**	**111,063**	**(52,293)**	**15,702**
Cash and Cash Equivalents at the Beggining of Period	390,846	83,339	411,370	178,700
Cash and Cash Equivalents at the End of Period	**359,077**	**194,402**	**359,077**	**194,402**
Supplementary Cash Flow Disclosure				
Cash (Paid) Received During the Period:				
Interest and Other Financial Expenses, Net	(10,744)	(9,362)	(20,206)	(18,333)
Financial Income (Temporary Cash Investments and Other)	13,701	5,744	25,200	10,652
Income Tax and Social Contribution on Income	(41,741)	(13,234)	(66,287)	(28,770)