



Coldwater Creek Inc.





CWTR NASDAQ

Retail - Apparel / Accessories

Market Capitalization USD:

\$115.86 mm

CONCERN LEVEL: AVERAGE

- 1 The CEO's total remuneration is within the typical market range for the relevant industry and market cap.
- 2 The ratio between the CEO's pay and the median pay of the other named executive officers is 3X or less.
- 3 The CEO's annual cash incentives rose or fell in line with annual performance. 
- 4 The CEO received no more than one annual cash bonus this fiscal year.
- 5 The CEO's equity remuneration reflected the company's share price movement over the last five years. 
- 6 The company only pays long-term incentives to the CEO for above median performance against a peer group.
- 7 The company's dilution from equity incentives is 10 percent or less.
- 8 Unvested equity lapses when the CEO's employment is terminated. 
- 9 The CEO's potential cash severance payment is capped at two times annual cash remuneration.
- 10 The accrued benefits of the CEO's post-retirement income are within the typical market range for the relevant market cap bracket. 

CEO: Dennis C. Pence

Age: 62 CEO Since: 2009

	2009	2010	2011
Base Salary	\$437,865	\$1	\$580,770
Discretionary Bonus	\$0	\$0	\$0
Annual Cash Incentive	\$0	\$0	\$0
Benefits and Perquisites	\$2,031,719	\$4,236	\$11,812
TOTAL ANNUAL COMPENSATION	\$2,469,584	\$4,237	\$592,582
Increase in Post-Retirement Benefits	\$365,212	\$0	\$1,729,894
Stock Option Awards	\$520,695	\$0	\$0
Stock Awards	\$73,910	\$0	\$0
TOTAL COMPENSATION	\$3,429,401	\$4,237	\$2,322,476
Median of Other Named Executive Officers Total Compensation	\$687,020	\$697,966	\$861,378
Value Realized on Exercise of Stock Option	\$319,825	\$0	\$0
Value Realized on Vesting of Stock	\$1,496,470	\$0	\$0
TOTAL REALIZED EQUITY COMPENSATION	\$1,816,295	\$0	\$0

Proxy Date: 27 Apr 2012

Annual Meeting Date: 9 Jun 2012

Equity Reserves: 7.70%

Stock Option Run Rate: 0.93%

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Performance Comparison

■ S&P500 ■ Industry ■ CWTR



Peer Comparisons (TRBC) =Retail - Apparel / Accessories

Total Summary CEO Compensation

Ticker	Company Name	2009	2010	2011	Market Cap
CWTR	Coldwater Creek Inc.	\$3,429,401	\$4,237	\$2,322,476	\$115,860,750
HOTT	Hot Topic, Inc.	\$2,960,195	\$1,367,975	\$3,113,373	\$342,686,937
SCVL	Shoe Carnival, Inc.	\$1,184,586	\$1,928,401		\$313,237,985
CHRS	Charming Shoppes, Inc.	\$5,212,682	\$3,021,517		\$302,833,060
BODY	Body Central Corp.		\$828,144	\$1,852,532	\$287,967,387
SMRT	Stein Mart, Inc.	\$1,116,865	\$2,674,727		\$276,004,956
NWY	New York & Company, Inc.	\$2,322,348	\$2,807,496		\$197,983,863

To insure consistency, peer comparisons are based on a combination of TRBC Industry and Sector classifications and company market caps. Missing peer pay figures for 2011 are due to differences in company filing schedules.

Pay Peer Group

Aeropostale, ANN, Ascena Retail Group, bebe stores, Buckle, Cato, Chico's FAS, Christopher & Banks, Express, Guess?, Jos. A. Bank, Lululemon Athletica, New York & Company, Rue 21, Stage Stores, Talbots, Urban Outfitters and Wet Seal.

Performance Peer Group

NA

COMPENSATION COMMITTEE MEMBERS

Director	Membership	Age	Gender	Tenure	Independence
James R. Alexander	Chairman	69	Male	12	Outside Related
Frank Leshner	Member	63	Male	5	Outside
Jerrv D. Gramadia	Member	56	Male	8	Outside
Kav Isaacson-Leibowitz	Member	65	Female	7	Outside

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