

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

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**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934**

**Date of Report: February 29, 2012**  
(Date of earliest event reported)

**Zumiez Inc.**

(Exact name of registrant as specified in its charter)

**WA**

(State or other jurisdiction  
of incorporation)

**000-51300**

(Commission File  
Number)

**91-1040022**

(IRS Employer  
Identification Number)

**6300 Merrill Creek Parkway, Suite B, Everett,  
Washington**

(Address of principal executive offices)

**98203**

(Zip Code)

**4255511500**

(Registrant's telephone number, including area code)

**Not Applicable**

(Former Name or Former Address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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## Item 7.01. Regulation FD Disclosure

On February 29, 2012, Zumiez Inc. issued a press release (the "Press Release"), a copy of which is attached hereto as Exhibit 99.1 and the contents of which are incorporated herein by this reference.

In accordance with General Instruction B.2. of Form 8-K, the information contained in the Press Release shall not be deemed "Filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, except as shall be expressly set forth by specific reference in such a filing. This report will not be deemed a determination or an admission as to the materiality of any information in the report that is required to be disclosed solely by Regulation FD.

## Item 9.01. Financial Statements and Exhibits

**(a) Financial statements:**

None

**(b) Pro forma financial information:**

None

**(c) Shell company transactions:**

None

**(d) Exhibits**

99.1 [Press Release of Zumiez Inc. dated February 29, 2012](#)

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### SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: February 29, 2012

**ZUMIEZ INC.**

By: /s/ Richard M. Brooks

Richard M. Brooks  
*Chief Financial Officer*

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### Exhibit Index

**Exhibit No.**

99.1

**Description**

Press Release of Zumiez Inc. dated February 29, 2012

## **Zumiez Inc. Reports February 2012 Sales Results**

Net Sales Increased 23.0% to \$40.2 Million; February 2012 Comparable Store Sales Increased 14.2%

EVERETT, WA -- (Marketwire - February 29, 2012) - Zumiez Inc. (NASDAQ: ZUMZ), a leading specialty retailer of action sports related apparel, footwear, equipment and accessories, today announced that total net sales for the four-week period ended February 25, 2012 increased 23.0% to \$40.2 million, compared to \$32.7 million for the four-week period ended February 26, 2011. The Company's comparable store sales increased 14.2% for the four-week period on top of a comparable store sales increase of 12.8% in the year ago period.

To hear the Zumiez prerecorded February sales message, please dial (585) 295-6795 or (866) 862-7693 (no passcode is required).

### **About Zumiez Inc.**

Zumiez is a leading specialty retailer of action sports related apparel, footwear, equipment and accessories. Our stores cater to young men and women between ages 12-24, focusing on skateboarding, surfing, snowboarding, motocross and BMX. As of February 25, 2012 we operated 434 stores in the United States and 10 stores in Canada, which are primarily located in shopping malls, and our web site address is [www.zumiez.com](http://www.zumiez.com).

### **Company Contact:**

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Director of Finance &  
Investor Relations  
Zumiez Inc.  
(425) 551-1500, ext. 1610

### **Investor Contact:**

ICR  
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