

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

FORM 8-K

CURRENT REPORT

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

Date of Report: August 01, 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)

4001 204th Street SW, Lynnwood, WA
(Address of principal executive offices)

98036
(Zip Code)

4255511500

(Registrant's telephone number, including area code)

6300 Merrill Creek Parkway, Suite B, Everett, Washington 98203
(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))

Item 7.01. Regulation FD Disclosure

On August 1, 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 August 01, 2012](#)

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: August 01, 2012

ZUMIEZ INC.

By: /s/ Richard M. Brooks
Richard M. Brooks
Chief Executive Officer

Exhibit Index

Exhibit No.

99.1

Description

Press Release of Zumiez Inc. dated August 01, 2012

Zumiez Inc. Reports July 2012 Sales Results

Net Sales Increased 21.5% to \$47.0 Million; July 2012 Comparable Store Sales Increased 7.5%

LYNNWOOD, WA -- (Marketwire - August 01, 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 July 28, 2012 increased 21.5% to \$47.0 million, compared to \$38.7 million for the four-week period ended July 30, 2011. The Company's comparable store sales increased 7.5% for the four-week period on top of a comparable store sales increase of 4.9% in the year ago period.

The Company's second quarter (13-weeks) comparable store sales increased 9.5% on top of 7.5% in the prior year quarter (13-weeks).

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

The Company also announced that its conference call to discuss second quarter fiscal 2012 financial results and August sales will be broadcast live over the Internet on Thursday, August 30, 2012 at 5:00 p.m. Eastern Time and may be accessed at <http://ir.zumiez.com>. To listen to the webcast, please go to the website at least 15 minutes prior to the start time to register and download any necessary software.

About Zumiez Inc.

Zumiez is a leading multi-channel specialty retailer of action sports related apparel, footwear, equipment and accessories, focusing on skateboarding, snowboarding, surfing, motocross and BMX for young men and women. As of July 28, 2012 we operated 479 stores, 457 in the United States, 17 in Canada, and 5 in Europe. In the United States and Canada we operate under the name Zumiez and in Europe we operate under the name Blue Tomato. Additionally, we operate ecommerce web sites under www.zumiez.com and www.blue-tomato.com.

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