

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

FORM 10-Q

(Mark One)

QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

FOR THE QUARTERLY PERIOD ENDED September 30, 2010

OR

TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

FOR THE TRANSITION PERIOD FROM TO

Commission File Number 0-19658

TUESDAY MORNING CORPORATION

(Exact Name of Registrant as Specified in its Charter)

Delaware
(State or Other Jurisdiction of
Incorporation or Organization)

75-2398532
(I.R.S. Employer
Identification Number)

**6250 LBJ Freeway
Dallas, Texas 75240**
(Address, including zip code, of principal executive offices)

(972) 387-3562
(Registrant's telephone number, including area code)

Not applicable
(Former name, former address and former fiscal year, if changed since last report)

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files). Yes No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See definitions of "large accelerated filer," "accelerated filer," and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer

Accelerated filer

Non-accelerated filer
(Do not check if a smaller reporting company)

Smaller reporting company

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act). Yes No

Indicate the number of shares outstanding of each of the issuer's classes of common stock, as of the latest practicable date.

<u>Class</u>	<u>Outstanding at October 27, 2010</u>
Common Stock, par value \$0.01 per share	43,034,366

This Quarterly Report on Form 10-Q contains forward-looking statements within the meaning of the federal securities laws and the Private Securities Litigation Reform Act of 1995, which are based on management's current expectations, estimates and projections. These statements may be found throughout this Form 10-Q particularly under the heading "Management's Discussion and Analysis of Financial Condition and Results of Operations," among others. Forward-looking statements typically are identified by the use of terms such as "may," "will," "should," "expect," "anticipate," "believe," "estimate," "intend" and similar words, although some forward-looking statements are expressed differently. You should consider statements that contain these words carefully because they describe our expectations, plans, strategies and goals and our beliefs concerning future business conditions, our future results of operations, our future financial position, and our business outlook or state other "forward-looking" information.

Readers are referred to "Item 1A. Risk Factors" of our Annual Report on Form 10-K for the year ended June 30, 2010 for examples of risks, uncertainties and events that could cause our actual results to differ materially from the expectations expressed in our forward-looking statements. These risks, uncertainties and events also include, but are not limited to, the following:

- uncertainties regarding our ability to open stores and relocate existing stores in new and existing markets and operate these stores on a profitable basis;
- conditions affecting consumer spending and consumer confidence and the impact, depth and duration of current economic conditions;
- increased or new competition;
- our ability to operate information systems and implement new technologies effectively;
- our ability to safeguard our customers' personal information and other secure data;
- our ability to continue to attract buying opportunities and anticipate customer demand;
- loss of or disruption in our centralized distribution center;
- our freight costs and thus our cost of goods sold are impacted by changes in fuel prices;
- loss or departure of one or more members of our senior management or experienced buying and management personnel;
- our ability to generate strong cash flows from our operations;
- an increase in the cost or a disruption in the flow of our imported products;
- our success in implementing our marketing, advertising and promotional efforts;
- our ability to attract and retain quality sales, distribution center and other associates in large numbers;
- seasonal and quarterly fluctuations;
- fluctuations in our comparable store results;

The forward-looking statements made in this Form 10-Q relate only to events as of the date on which the statements were made. Except as may be required by law, we undertake no obligation to update our forward-looking statements to reflect events and circumstances after the date on which the statements were made or to reflect the occurrence of unanticipated events.

The terms "Tuesday Morning," "the Company," "we," "us" and "our" as used in this Quarterly Report on Form 10-Q refer to Tuesday Morning Corporation and its subsidiaries.

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Tuesday Morning Corporation
Consolidated Balance Sheets
September 30, 2010 (unaudited) and June 30, 2010
(In thousands, except for per share data)

	September 30, 2010	June 30, 2010
ASSETS		
Current assets:		
Cash and cash equivalents	\$ 4,727	\$ 23,522
Inventories	306,462	239,194
Prepaid expenses and other current assets	11,558	9,756
Deferred income taxes	1,377	—
Total current assets	<u>324,124</u>	<u>272,472</u>
Property and equipment, net	73,665	72,823
Deferred financing costs	3,267	3,522
Other assets	1,610	1,719
Total Assets	<u>\$ 402,666</u>	<u>\$ 350,536</u>
LIABILITIES AND STOCKHOLDERS' EQUITY		
Current liabilities:		
Accounts payable	\$ 116,215	\$ 62,916
Accrued liabilities	31,955	34,317
Deferred income taxes	—	288
Income taxes payable	37	96
Total current liabilities	<u>148,207</u>	<u>97,617</u>
Revolving credit facility	4,000	—
Deferred rent	3,079	3,181
Deferred income taxes	725	1,207
Income tax payable — non current	644	639
Total Liabilities	<u>156,655</u>	<u>102,644</u>
Commitments and contingencies		
Stockholders' equity:		
Preferred stock, par value \$0.01 per share, authorized 10,000,000 shares, none issued or outstanding	—	—
Common stock, par value \$0.01 per share, authorized 100,000,000 shares; 43,022,241 shares issued and outstanding at September 30, 2010 and 43,022,248 shares issued and outstanding at June 30, 2010	430	430
Additional paid-in capital	206,296	205,255
Retained earnings	39,437	42,082
Accumulated other comprehensive income (loss)	(152)	125
Total Stockholders' Equity	<u>246,011</u>	<u>247,892</u>
Total Liabilities and Stockholders' Equity	<u>\$ 402,666</u>	<u>\$ 350,536</u>

The accompanying notes are an integral part of these consolidated financial statements.

	Three Months Ended September 30,	
	2010	2009
Net sales	\$ 172,756	\$ 165,867
Cost of sales	105,958	102,488
Gross profit	66,798	63,379
Selling, general and administrative expenses	70,281	70,312
Operating loss	(3,483)	(6,933)
Other income (expense):		
Interest expense	(690)	(751)
Other income (expense), net	(96)	(14)
	(786)	(765)
Loss before income taxes	(4,269)	(7,698)
Income tax benefit	(1,624)	(3,037)
Net loss	\$ (2,645)	\$ (4,661)
Loss Per Share		
Net loss per common share:		
Basic	\$ (0.06)	\$ (0.11)
Diluted	\$ (0.06)	\$ (0.11)
Weighted average number of common shares:		
Basic	42,220	41,686
Diluted	42,220	41,686

The accompanying notes are an integral part of these consolidated financial statements.

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Tuesday Morning Corporation
Consolidated Statements of Cash Flows (unaudited)
(In thousands)

	Three Months Ended September 30,	
	2010	2009
Net cash flows from operating activities:		
Net loss	\$ (2,645)	\$ (4,661)
Adjustments to reconcile net loss to net cash used in operating activities:		
Depreciation and amortization	4,238	3,929
Amortization of financing fees	255	236
Deferred income taxes	(1,723)	1,443
Loss on disposal of assets	308	222
Stock-based compensation	418	533
Other non-cash items	(168)	6
Change in operating assets and liabilities:		
Inventories	(67,271)	(57,176)
Prepaid and other assets	(1,802)	(3,976)
Accounts payable	51,859	51,000
Accrued liabilities	(2,362)	3,393
Deferred rent	(102)	65
Income taxes payable	(54)	(875)
Net cash used in operating activities	(19,049)	(5,861)
Net cash flows from investing activities:		
Capital expenditures	(5,388)	(3,757)
Net cash used in investing activities	(5,388)	(3,757)
Net cash flows from financing activities:		
Repayments under revolving credit facility	—	(28,654)
Proceeds under revolving credit facility	4,000	33,954
Change in cash overdraft	1,440	4,137
Excess tax benefit from the exercise of employee stock options	197	—
Proceeds from the exercise of common stock options	5	—
Net cash provided by financing activities	5,642	9,437
Net decrease in cash and cash equivalents	(18,795)	(181)
Cash and cash equivalents, beginning of period	23,522	5,783
Cash and cash equivalents, end of period	\$ 4,727	\$ 5,602

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Tuesday Morning Corporation
Notes to Consolidated Financial Statements (unaudited)

1. **Basis of presentation** — The unaudited consolidated interim financial statements included herein have been prepared by us pursuant to the rules and regulations of the Securities and Exchange Commission (the “SEC”). Certain information and footnote disclosures normally included in financial statements prepared in accordance with accounting principles generally accepted in the United States have been condensed or omitted pursuant to such rules and regulations. These financial statements include all adjustments, consisting only of those of a normal recurring nature, which, in the opinion of management, are necessary to present fairly the results of the interim periods presented and should be read in conjunction with the consolidated financial statements and notes thereto in our Form 10-K for the year ended June 30, 2010. Due to the seasonal nature of our business, the results of operations for the quarter are not indicative of the results to be expected for the entire fiscal year.

The balance sheet at June 30, 2010 has been derived from the audited consolidated financial statements at that date but does not include all of the information and notes required by U.S. generally accepted accounting principles for complete financial statements. For further information, refer to the consolidated financial statements and notes thereto included in our Form 10-K for the year ended June 30, 2010. We operate our business as a single operating segment.

2. **Stock-based compensation** — We have established the Tuesday Morning Corporation 1997 Long-Term Equity Incentive Plan, as amended (the “1997 Plan”), the Tuesday Morning Corporation 2004 Long-Term Equity Incentive Plan, as amended (the “2004 Plan”), and the Tuesday Morning Corporation 2008 Long-Term Equity Incentive Plan (the “2008 Plan”) which allow for the granting of stock-based compensation, including stock options and restricted stock to directors, officers and key employees of, and certain other key individuals who perform services for the Company, and its subsidiaries. All shares available under the 1997 Plan have been granted and the 1997 Plan terminated pursuant to its terms as of December 29, 2007. Equity awards may no longer be granted under the 1997 Plan but options granted under the plan may still be exercisable. Equity awards may be subject to forfeiture if certain performance requirements are not met under the 2004 and 2008 plans. No performance awards were outstanding as of September 30, 2010.

Stock Options. The 1997 Plan authorized grants of options to purchase up to 4,800,000 shares of authorized, but unissued common stock. The 2004 Plan and the 2008 Plan authorize grants of options to purchase up to 2,000,000, and 2,500,000 shares, respectively, of authorized, but unissued common stock. Stock options are awarded with a strike price at a fair market value equal to the average of the high and low trading prices of our common stock on the date of grant under the 1997 Plan and the 2004 Plan. Stock options are awarded with a strike price at a fair market value equal to the closing price of our common stock on the date of the grant under the 2008 Plan.

Options granted under the 1997 Plan and the 2004 Plan typically vest over periods of three to five years and expire ten years from the date of grant while options granted under the 2008 Plan typically vest over periods of one to three years and expire ten years from the date of grant. Options granted under the 2004 Plan and the 2008 Plan may have certain performance requirements in addition to service terms. If the performance conditions are not satisfied, the options are forfeited. No options with performance conditions were outstanding as of September 30, 2010. The exercise prices of stock options outstanding on September 30, 2010, range between \$0.63 and \$35.23, which represents market value on the grant date. There were 602,021 and 605,540 shares available for grant under the 2004 Plan and the 2008 Plan at September 30, 2010, respectively.

Restricted Stock. Restricted stock awards are not transferable, but bear certain rights of common stock ownership including voting and dividend rights. Shares are valued at the market price at the date of award. As of September 30, 2010, there were 810,619 shares of restricted stock outstanding with a weighted average grant date fair value of \$1.91 per share under the 2004 Plan and 2008 Plan.

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Stock-based compensation costs were recognized as follows (in thousands):

	<u>Three months ended September 30,</u>	
	<u>2010</u>	<u>2009</u>
Amortization of stock-based compensation during the period	\$ 415	\$ 444
Amounts capitalized in ending inventory	(171)	(181)
Amounts recognized and charged to cost of goods sold	174	269
Amounts charged against income for the period before tax	<u>\$ 418</u>	<u>\$ 532</u>

3. **Comprehensive income or loss** — Comprehensive income or loss is defined as net income or loss plus the change in equity during a period from transactions and other events, excluding those resulting from investments by and distributions to stockholders. We account for foreign currency forward contracts as cash flow hedges in accordance with ASC 815 (formerly SFAS No. 133), “Accounting for Derivative Instruments and Hedging Activities.” Changes in the fair value of the contracts that are considered to be effective are recorded in other comprehensive income or loss until the hedged item is recorded in earnings. Effective cash flow hedges are reclassified out of other comprehensive income or loss and into cost of sales when the hedged inventory is sold. Ineffective cash flow hedges are recorded in other income or loss and were not material for the periods presented. The effect of foreign exchange contracts on our financial position or results of operations has historically been immaterial. Comprehensive loss for the quarters ended September 30, 2010 and 2009 was \$2.9 million and \$4.7 million, respectively.

4. **Commitments and Contingencies** — During 2001 and 2002, we were named as a defendant in three complaints filed in the Superior Court of California in and for the County of Los Angeles. The plaintiffs sought to certify a statewide class made up of some of our current and former employees, which they claim are owed compensation for overtime wages, penalties and interest. The plaintiffs also sought attorney’s fees and costs. In October 2003, we entered into a settlement agreement with a sub-class of these plaintiffs consisting of managers-in-training and management trainees which was paid in November 2005 with no material impact to our financial statements. A store manager class was certified. However, in August 2008, our motion for de-

certification of the class of store managers was granted, thereby dismissing their class action claim. The California Court of Appeals upheld the trial court's de-certification order and the California Supreme Court has declined to review that decision. We settled the individual claims of two plaintiffs in the lawsuit with no material impact on our financial statements. In addition, approximately 75 individual plaintiffs have chosen to pursue their claims individually and have filed separate lawsuits against us alleging overtime violations.

A similar lawsuit, which also alleges claims concerning meal and rest periods, was filed in Orange County, California in 2004, by managers, managers-in-training and assistant managers, and an amended complaint was filed in July 2007. In December 2008, the four plaintiffs abandoned their class action claim and have elected to pursue their individual claims as well as claims under California's Private Attorney General Act with respect to such allegations. The Court has found in our favor on all claims and a final judgment has been entered. It is presently unknown whether any of the plaintiffs will choose to pursue any of their claims on appeal. A companion lawsuit alleging the same claims was filed in Orange County Superior Court in December 2008 on behalf of approximately thirty-four additional individual plaintiffs. This lawsuit includes a claim under California's Private Attorney General Act. In January 2010, a plaintiff filed suit against us in Orange County Superior Court alleging claims for overtime compensation and meal and rest period violations. It was filed as a limited jurisdiction case. This case is still in the initial stages of litigation. The companion lawsuit is still in the initial stages of litigation.

In August of 2009, a similar lawsuit by a former store manager seeking alleging failure to pay overtime was filed in Alabama. The suit seeks class action status to include all current and former store managers outside of the State of California. This case is still in the initial stages of litigation. We do not expect any of these complaints to have a material impact on our financial statements.

In December 2008, a class action lawsuit was filed by hourly, non-exempt employees in the Superior Court of California in and for the County of Los Angeles, alleging claims covering meal and rest period violations. The court recently lifted the stay that had previously been in place and we are now moving forward with discovery. We do not expect this complaint to have a material impact on our financial statements.

We intend to vigorously defend all pending actions. We do not believe these or any other legal proceedings pending or threatened against us would have a material adverse effect on our financial condition or results of operations.

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5. Earnings per common share - The following table sets forth the computation of basic and diluted earnings per common share:

(In thousands, except for per share data)	Three Months Ended September 30,	
	2010	2009
Basic earnings per share:		
Net income (loss)	\$ (2,645)	\$ (4,661)
Less: Income to participating securities	—	—
Income available to common stockholders	(2,645)	(4,661)
Weighted average number of common shares outstanding	42,220	41,686
Net income (loss) per common share	\$ (0.06)	\$ (0.11)
Diluted earnings per share:		
Net income (loss)	\$ (2,645)	\$ (4,661)
Dilutive effect of employee stock options and restricted stock	—	—
Weighted average number of common shares outstanding	42,220	41,686
Weighted average number of common shares and diluted effect of outstanding employee stock options and restricted stock	42,220	41,686
Net income (loss) per common share	\$ (0.06)	\$ (0.11)

For the quarters ended September 30, 2010, and 2009, 1,663,055 and 2,981,292 options, respectively, were excluded because their inclusion would have been anti-dilutive. Additionally, 805,226 and 1,151,190 restricted shares were outstanding at September 30, 2010, and 2009, respectively. None of these shares were included in the diluted earnings per share calculation for the quarters ended September 30, 2010, and 2009, because such inclusion would have been anti-dilutive.

6. Revolving credit facility — On December 15, 2008, we entered into a credit agreement providing for an asset-based, five-year senior secured revolving credit facility (the "Revolving Credit Facility") in the amount of up to \$150.0 million which matures on December 15, 2013. On January 28, 2009, we entered into an amendment to increase the amount of the revolver from \$150.0 million to \$180.0 million. The revolving credit facility may be increased by up to an additional \$70.0 million, not to exceed an aggregate total commitment of \$250.0 million. Our indebtedness under the credit facility is secured by a lien on substantially all of our assets. The revolving credit facility contained, among other things, a "clean down" provision requirement that the sum of the aggregate principal amount of the outstanding loans and undrawn letters of credit may not exceed \$45.0 million for 30 consecutive days during the period from December 28 through January 31. On January 29, 2010, we entered into a second amendment to the Revolving Credit Facility to increase the clean down limit to \$65.0 million. The Revolving Credit Facility contains certain restrictive covenants, which affect, among others, our ability to incur liens or incur additional indebtedness, sell assets or merge or consolidate with any other entity. Unless borrowings and letters of credit exceed 82.5% of the maximum amounts available under the revolving credit facility or an event of default exists, the Company does not have to comply with any financial covenants. Should such an event occur, the Company is required to comply with a consolidated fixed charge coverage ratio of 1:1. As of September 30, 2010, we were in compliance with all required covenants. Interest expenses of \$0.7 million for the quarter ended September 30, 2010, were due primarily to commitment fees of \$0.4 million and the amortization of financing fees of \$0.3 million.

At September 30, 2010, we had \$4.0 million outstanding under the Revolving Credit Facility, \$9.9 million of outstanding letters of credit and availability of \$158.1 million under the Revolving Credit Facility. Letters of credit under the Revolving Credit Facility are primarily for self-insurance purposes. We incur commitment fees of up to 0.75% on the unused portion of the Revolving Credit Facility. Any borrowing under the Revolving Credit

Facility incurs interest at LIBOR or the prime rate, depending on the type of borrowing, plus an applicable margin. These rates are increased or reduced as our average daily availability changes.

The fair value of financial instruments is determined by reference to various market data and other valuation techniques as appropriate. The only material financial instrument we carry is our revolving credit facility. We believe our debt, as recorded, approximates fair value as the interest rates are variable based on current market rates.

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7. **Income Taxes** — Tuesday Morning Corporation or one of its subsidiaries files income tax returns in the U.S. federal jurisdiction, and various state jurisdictions. With few exceptions, Tuesday Morning Corporation is no longer subject to U.S. state and local income tax examinations by tax authorities for years before 1999. The Internal Revenue Service has concluded an examination of the Company for all tax years ending before or on June 30, 2007. The effective tax rates for the quarters ended September 30, 2010 and September 30, 2009 were 38.0% and 39.5%, respectively. The effective tax rate was lower in the quarter ended September 30, 2010 as compared to the quarter ended September 30, 2009 due to a decrease in the effective tax rate for state income taxes.

8. **Cash and Cash Equivalents** — Credit card receivables of \$3.4 million and \$3.2 million at September 30, 2010 and June 30, 2010, respectively, from MasterCard, Visa, Discover and American Express, as well as highly liquid investments with an original maturity date of three months or less, are considered to be cash equivalents.

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Item 2. Management's Discussion and Analysis of Financial Condition and Results of Operations

The following discussion should be read in conjunction with our unaudited Consolidated Financial Statements and the notes thereto included in Item 1 of this Quarterly Report on Form 10-Q.

Introduction

We operated 840 discount retail stores in 43 states as of September 30, 2010. We sell upscale, decorative home accessories, housewares, and famous maker gifts which we purchase at below wholesale prices. Our stores operate during periodic "sales events" that occur in each month except January and July. As we conduct physical inventories at all of our stores, we are normally closed for up to the first two weeks of January and July, which traditionally have been weaker months for retailers. We purchase first quality, brand name merchandise at closeout prices and, in turn, sell it at prices significantly below those generally charged by department stores and specialty and catalog retailers. We do not sell seconds, irregulars, refurbished or factory rejects.

Business Overview

The retail home furnishings industry has been negatively impacted by increased supply and competition within an already highly competitive promotional environment, a trend we believe is likely to continue in the near term and potentially longer. As a closeout retailer of home furnishings, we currently compete against a diverse group of retailers, including department and discount stores, specialty, catalogue and e-commerce retailers and mass merchants, which sell, among other products, home furnishing and related products similar and often identical to those we sell. We also compete in particular markets with a substantial number of retailers that specialize in one or more types of home furnishing and houseware products that we sell. Some of these competitors have substantially greater financial resources than we do. Our competitors' greater financial resources allow them to initiate and sustain aggressive price competition, initiate broader marketing campaigns that reach a larger customer base, fund ongoing promotional events and communicate more frequently with existing and potential customers.

In response to the ongoing competition in the retail home furnishings and housewares industries, we continue to focus internally on various strategic initiatives that we believe have and will continue to offset the impact of this trend including, but not limited to:

- striving to provide a merchandise assortment that evolves and adapts to the changing needs and preferences of our customer base;
- continuing to review the individual contributions of the existing store base and making decisions about the future of individual store locations including whether to close or relocate them;
- seeking to improve overall supply chain efficiency including reviewing operational practices such as freight costs, vendor payment terms, distribution processes and increasing inventory turns;
- striving to maximize our traffic by optimizing our marketing plan;
- increasing comparable store sales;
- expanding the current customer base;
- increasing cost efficiency;
- striving to optimize our purchasing of inventory to best match customer demand.

We also continue to closely monitor and control our markdowns of inventory to avoid marking down items that continue to sell through at reasonable rates. Markdowns during the first quarter of fiscal 2011 were 3.9% of sales versus 3.2% of sales for the same period last year. We believe this strategy has contributed and will continue to contribute to overall margin by focusing our markdowns on inventory that is truly slow moving and not marking down items

on the basis of age in inventory alone thereby allowing us to exclude markdowns on opportunistic buys which are too large for us to sell through in one year. However, if our sales forecasts are not achieved, we may be required to record additional markdowns that could exceed historical levels. The effect of a 0.5% markdown in the value of our inventory at September 30, 2010 would result in a decline in gross profit and diluted earnings per share for the first quarter of fiscal 2011 of \$1.5 million and \$0.02, respectively. Under current economic conditions, forecasts can vary significantly from the actual results we achieve.

Our ability to continuously attract buying opportunities for closeout merchandise, and to anticipate consumer demand as closeout merchandise becomes available, represents an uncertainty in our business. By their nature, specific closeout merchandise items are generally only available from manufacturers or vendors on a non-recurring basis. As a result, we do not have long-term contracts with our vendors for supply, pricing or access to products, but make individual purchase decisions, which are often for large quantities. Although we have many sources of merchandise and do not foresee any shortage of closeout merchandise in the near future, we cannot assure that manufacturers or vendors will continue to make desirable closeout merchandise available to us in quantities or on terms acceptable to us or that our buyers will continue to identify and take advantage of appropriate buying opportunities. Since this uncertainty is a by-product of our business, we expect it to be an ongoing concern.

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The stability of our earnings is also heavily influenced by macroeconomic factors. As the economy improves or worsens our business is often similarly impacted. Macroeconomic factors, such as the current conditions in the debt and housing markets and unemployment, have impacted and will continue to impact our business by decreasing the disposable income of our potential consumers. The decline in consumer confidence levels has also had a negative impact on consumers' ability and willingness to spend discretionary income. At this time, we view the direction of the economy to be uncertain, which does not allow us a high degree of visibility or certainty with respect to our future earnings.

Net sales for the first quarter of fiscal 2011 were approximately \$172.8 million, an increase of 4.2% compared to the same period last year. Comparable store sales for the quarter ended September 30, 2010, increased by 4.3% compared to the same period last year which was primarily due to an increase in customer traffic offset by a decrease in average ticket. Net loss for the quarter was \$2.6 million and diluted loss per share was \$0.06.

We continue to remain focused on our long-term growth and profitability. The home furnishings and high end decorative sectors of the U.S. economy continue to be challenged by the highly competitive promotional environment and weakness in the housing and debt markets.

We opened four new stores and closed sixteen existing stores during the first quarter of fiscal 2011. In addition, we relocated nine existing stores.

Results of Operations

The following table sets forth certain financial information from our consolidated statements of operations expressed as a percentage of net sales. Our business is highly seasonal, with a significant portion of our net sales and most of our operating income generated in the quarter ending December 31, which includes the holiday season. There can be no assurance that the trends in sales or operating results will continue in the future.

	Three Months Ended September 30	
	2010	2009
Net sales	100.0%	100.0%
Cost of sales	61.3	61.8
Gross profit	38.7	38.2
Selling, general and administrative expense	40.7	42.4
Operating loss	(2.0)	(4.2)
Net interest expense and other income (expense)	(0.5)	(0.4)
Loss before income taxes	(2.5)	(4.6)
Income tax benefit	(1.0)	(1.8)
Net loss	<u>(1.5)%</u>	<u>(2.8)%</u>

**Three Months Ended September 30, 2010
Compared to the Three Months Ended September 30, 2009**

During the first quarter of fiscal 2011, net sales increased to \$172.8 million from \$165.9 million, an increase of \$6.9 million, or 4.2%, compared to the quarter ended September 30, 2009. This increase in first quarter sales was primarily due to a 4.3% increase in comparable store sales. The increase in comparable sales for the first quarter of fiscal 2011 was comprised of a 6.1% increase in the average number of transactions offset by a 1.8% decrease in average transaction amount. Average store sales for the first quarter of fiscal 2011 increased 5.1% compared to the same period last year. Comparable store sales and average sales per store increased primarily due to a higher average number of transactions. Management believes the average number of transactions were higher due primarily to an improvement in the economy combined with consumers' focus on value shopping in the current economic climate.

Gross profit increased \$3.4 million, or 5.4%, to \$66.8 million for the quarter ended September 30, 2010 as compared to \$63.4 million for the same quarter last year. This increase was primarily the result of higher sales volume. Our gross profit percentage increased from 38.2% for the first quarter of fiscal 2010 to 38.7% for the first quarter of fiscal 2011. This increase of 0.5% in gross profit percentage was primarily due to a 0.6% decrease in our cost of merchandise, a result of opportunistic buys.

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Selling, general and administrative expenses were unchanged at \$70.3 million for the first quarter of fiscal year 2011 from the same quarter last year. As a percentage of net sales, selling, general and administrative expenses decreased 1.7% to 40.7% in the first quarter of fiscal 2011 from 42.4% in the same quarter last year which was primarily due to the improved expense leveraging given the increase in average store sales and reduction in the number of stores

during the first quarter of fiscal 2011. Selling, general and administrative expenses per average store were \$83.1 thousand for the quarter ended September 30, 2010, compared to \$82.4 thousand for the same quarter last year, an increase of 0.9%.

The income tax benefit for the quarter ended September 30, 2010 was \$1.6 million compared to \$3.0 million for the same period last year. The effective tax rate for the quarters ended September 30, 2010 and 2009 was 38.0% and 39.5%, respectively. The effective tax rate is lower in the quarter ended September 30, 2010 as compared to the quarter ended September 30, 2009 due primarily to lower effective state income tax rates.

Liquidity and Capital Resources

We have financed our operations with funds generated from operating activities and borrowings under our revolving credit facility. Our cash flows will continue to be utilized for the expansion of our business. Our borrowings have historically peaked during October as we build inventory levels prior to the holiday selling season. Given the seasonality of our business, the amount of borrowings under our revolving credit facility may fluctuate materially depending on various factors, including the time of year, our needs and the opportunity to acquire merchandise inventory. We have no off-balance sheet arrangements or transactions with unconsolidated, limited purpose or variable interest entities, nor do we have material transactions or commitments involving related persons or entities.

Net cash used in operating activities for the quarters ended September 30, 2010 and 2009 was \$19.0 million and \$5.9 million, respectively, representing a \$13.1 million increase. The \$19.0 million of cash used in operating activities in the first quarter of fiscal 2011 was primarily due to an increase in our inventory of \$67.3 million offset by a \$51.9 million increase in our accounts payable during the quarter. The increase in inventory and accounts payable was primarily due to the planned build of our inventory for the upcoming holiday selling season. Our overall purchases for the first fiscal quarter of 2011 were higher than the same period last year due primarily to the timing of our purchases. There was no material change in our payment policy to vendors.

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Capital expenditures are principally associated with new store openings or relocations, existing store maintenance, or enhancements to warehouse and office equipment and systems, and totaled \$5.4 million and \$3.8 million for the quarters ended September 30, 2010 and 2009, respectively. This increase in planned capital expenditures was primarily related to systems improvements, purchases of distribution center equipment and store fixtures. We expect to spend approximately \$11.6 million for additional capital expenditures during the remainder of fiscal 2011, which will include systems improvements, the opening of new stores, relocations of existing stores, enhancements of selected stores, fixtures for existing stores and purchases of equipment for our distribution center and corporate office.

Net cash provided by financing activities of \$5.6 million for the quarter ended September 30, 2010 was primarily due to proceeds of \$4.0 million from borrowings under our revolving credit facility.

On December 15, 2008, we entered into a credit agreement providing for an asset-based, five-year senior secured revolving credit facility (the "Revolving Credit Facility") in the amount of up to \$150.0 million which matures on December 15, 2013. On January 28, 2009, we entered into an amendment to increase the amount of the revolver from \$150.0 million to \$180.0 million. The revolving credit facility may be increased by up to an additional \$70.0 million, not to exceed an aggregate total commitment of \$250.0 million. Our indebtedness under the credit facility is secured by a lien on substantially all of our assets. The revolving credit facility contained, among other things, a "clean down" provision requirement that the sum of the aggregate principal amount of the outstanding loans and undrawn letters of credit may not exceed \$45.0 million for 30 consecutive days during the period from December 28 through January 31. On January 29, 2010, we entered into a second amendment to the Revolving Credit Facility to increase the clean down limit to \$65.0 million. The Revolving Credit Facility contains certain restrictive covenants, which affect, among others, our ability to incur liens or incur additional indebtedness, sell assets or merge or consolidate with any other entity. Unless borrowings and letters of credit exceed 82.5% of the maximum amounts available under the revolving credit facility or an event of default exists, the Company does not have to comply with any financial covenants. Should such an event occur, the Company is required to comply with a consolidated fixed charge coverage ratio of 1:1. As of September 30, 2010, we were in compliance with all required covenants. Interest expenses of \$0.7 million for the quarter ended September 30, 2010, were due primarily to commitment fees of \$0.4 million and the amortization of financing fees of \$0.3 million.

At September 30, 2010, we had \$4.0 million outstanding under the Revolving Credit Facility, \$9.9 million of outstanding letters of credit and availability of \$158.1 million under the Revolving Credit Facility. Letters of credit under the Revolving Credit Facility are primarily for self-insurance purposes. We incur commitment fees of up to 0.75% on the unused portion of the Revolving Credit Facility. Any borrowing under the Revolving Credit Facility incurs interest at LIBOR or the prime rate, depending on the type of borrowing, plus an applicable margin. These rates are increased or reduced as our average daily availability changes.

Store Openings/Closings

	Three Months Ended September 30, 2010	Three Months Ended September 30, 2009	Fiscal Year Ended June 30, 2010
Stores open at beginning of period	852	857	857
Stores opened during the period	4	10	26
Stores closed during the period	(16)	(17)	(31)
Stores open at end of period	<u>840</u>	<u>851</u>	<u>852</u>

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Item 3. Quantitative and Qualitative Disclosures About Market Risk

We are exposed to various market risks, including changes in foreign currency exchange rates and interest rates. Market risk is the potential loss arising from adverse changes in market prices and rates, such as foreign currency exchange and interest rates. Based on our market risk sensitive instruments outstanding as of September 30, 2010, we have determined that there was no material market risk exposure to our consolidated financial position, results of operations or cash flows as of such date. Our market risk is discussed in more detail in our Annual Report on Form 10-K for the fiscal year ended June 30, 2010. We do not enter into derivatives or other financial instruments for trading or speculative purposes. We have not been significantly affected by any changes in the foreign currency exchange rate or interest rate market risks since June 30, 2010. The effect of foreign exchange contracts on our financial position or results of operations has historically been, and continue to be, immaterial.

Item 4. Controls and Procedures

Disclosure Controls and Procedures

Based on our management's evaluation (with participation of our principal executive officer and our principal financial officer), our principal executive officer and our principal financial officer have concluded that our disclosure controls and procedures (as defined in Rule 13a-15(e) or Rule 15d-15(e) under the Securities Exchange Act of 1934, as amended) were effective as of September 30, 2010 to ensure that information required to be disclosed by us in this Quarterly Report on Form 10-Q was (1) recorded, processed, summarized and reported within the time periods specified in the Securities and Exchange Commission's rules and forms and (2) accumulated and communicated to our management, including our principal executive and principal financial officers, to allow timely decisions regarding required disclosure.

A control system, no matter how well conceived and operated, can provide only reasonable, not absolute, assurance that the objectives of the control system are met. Because of inherent limitations in all control systems, no evaluation of controls can provide absolute assurance that all control issues, if any, within a company have been detected. Accordingly, our disclosure controls and procedures are designed to provide reasonable, not absolute, assurance that the objectives of our disclosure control system are met and, as set forth above, our chief executive officer and chief financial officer have concluded, based on their evaluation as of the end of the period covered by this report, that our disclosure controls and procedures were effective to provide reasonable assurance that the objectives of our disclosure control system were met.

Changes in Internal Control Over Financial Reporting

There were no changes in our internal control over financial reporting that occurred during the quarter ended September 30, 2010 that have materially affected, or are reasonably likely to materially affect, our internal control over financial reporting.

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PART II - OTHER INFORMATION

Item 1. Legal Proceedings

During 2001 and 2002, we were named as a defendant in three complaints filed in the Superior Court of California in and for the County of Los Angeles. The plaintiffs sought to certify a statewide class made up of some of our current and former employees, which they claim are owed compensation for overtime wages, penalties and interest. The plaintiffs also sought attorney's fees and costs. In October 2003, we entered into a settlement agreement with a sub-class of these plaintiffs consisting of managers-in-training and management trainees which was paid in November 2005 with no material impact to our financial statements. A store manager class was certified. However, in August 2008, our motion for de-certification of the class of store managers was granted, thereby dismissing their class action claim. The California Court of Appeals upheld the trial court's de-certification order and the California Supreme Court has declined to review that decision. We settled the individual claims of two plaintiffs in the lawsuit with no material impact on our financial statements. In addition, approximately 75 individual plaintiffs have chosen to pursue their claims individually and have filed separate lawsuits against us alleging overtime violations.

A similar lawsuit, which also alleges claims concerning meal and rest periods, was filed in Orange County, California in 2004, by managers, managers-in-training and assistant managers, and an amended complaint was filed in July 2007. In December 2008, the four plaintiffs abandoned their class action claim and have elected to pursue their individual claims as well as claims under California's Private Attorney General Act with respect to such allegations. The Court has found in our favor on all claims and a final judgment has been entered. It is presently unknown whether any of the plaintiffs will choose to pursue any of their claims on appeal. A companion lawsuit alleging the same claims was filed in Orange County Superior Court in December 2008 on behalf of approximately thirty-four additional individual plaintiffs. This lawsuit includes a claim under California's Private Attorney General Act. In January 2010, a plaintiff filed suit against us in Orange County Superior Court alleging claims for overtime compensation and meal and rest period violations. It was filed as a limited jurisdiction case. This case is still in the initial stages of litigation. The companion lawsuit is still in the initial stages of litigation.

In August of 2009, a similar lawsuit by a former store manager seeking alleging failure to pay overtime was filed in Alabama. The suit seeks class action status to include all current and former store managers outside of the State of California. This case is still in the initial stages of litigation. We do not expect any of these complaints to have a material impact on our financial statements.

In December 2008, a class action lawsuit was filed by hourly, non-exempt employees in the Superior Court of California in and for the County of Los Angeles, alleging claims covering meal and rest period violations. The court recently lifted the stay that had previously been in place and we are now moving forward with discovery. We do not expect this complaint to have a material impact on our financial statements.

We intend to vigorously defend all pending actions. We do not believe these or any other legal proceedings pending or threatened against us would have a material adverse effect on our financial condition or results of operations.

Item 1A. Risk Factors

There have been no material changes from our risk factors previously disclosed in "Item 1A. Risk Factors" of our Form 10-K for the fiscal year ended June 30, 2010.

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Item 6. Exhibits

Exhibit Number	Description
3.1.1	Certificate of Incorporation of Tuesday Morning Corporation (the "Company") (incorporated by reference to Exhibit 3.1 to the Company's Registration Statement on Form S-4 (File No. 333-46017) as filed with the Securities and Exchange Commission (the "Commission") on February 10, 1998)
3.1.2	Certificate of Amendment to the Certificate of Incorporation of the Company dated March 25, 1999 (incorporated by reference to Exhibit 3.3 to the Company's Registration Statement on Form S-1/A (File No. 333-74365) as filed with the Commission on March 29, 1999)
3.1.3	Certificate of Amendment to the Certificate of Incorporation of the Company dated May 7, 1999 (incorporated by reference to Exhibit 3.1.3 to the Company's Form 10-Q as filed with the Commission on May 2, 2005)
3.2	Amended and Restated By-laws of the Company dated December 14, 2006 (incorporated by reference to Exhibit 3.1 to the Company's Form 8-K as filed with the Commission on December 20, 2006)
31.1	Certification by the Chief Executive Officer of the Company pursuant to Section 302 of the Sarbanes-Oxley Act of 2002
31.2	Certification by the Chief Financial Officer of the Company pursuant to Section 302 of the Sarbanes-Oxley Act of 2002
32.1	Certification of the Chief Executive Officer of the Company pursuant to 18 U.S.C §1350, adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002 *
32.2	Certification of the Chief Financial Officer of the Company pursuant to 18 U.S.C §1350, adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002 *

*The certifications attached hereto as Exhibit 32.1 and Exhibit 32.2 are furnished with this Quarterly Report on Form 10-Q and shall not be deemed "filed" by the Company for purposes of Section 18 of the Securities Exchange Act of 1934, as amended.

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 thereunto duly authorized.

TUESDAY MORNING CORPORATION
(Registrant)

DATE: October 29, 2010

By: /s/ Stephanie Bowman
Stephanie Bowman,
Executive Vice President, Chief Financial Officer, Treasurer and
Secretary

EXHIBIT INDEX

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- 3.2 Amended and Restated By-laws of the Company dated December 14, 2006 (incorporated by reference to Exhibit 3.1 to the Company's Form 8-K (File No. 000-19658) as filed with the Commission on December 20, 2006)
- 31.1 Certification by the Chief Executive Officer of the Company pursuant to Section 302 of the Sarbanes-Oxley Act of 2002
- 31.2 Certification by the Chief Financial Officer of the Company pursuant to Section 302 of the Sarbanes-Oxley Act of 2002
- 32.1 Certification of the Chief Executive Officer of the Company pursuant to 18 U.S.C. § 1350, adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002*
- 32.2 Certification of the Chief Financial Officer of the Company pursuant to 18 U.S.C. § 1350, adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002*

*The certifications attached hereto as Exhibit 32.1 and Exhibit 32.2 are furnished with this Quarterly Report on Form 10-Q and shall not be deemed "filed" by the Company for purposes of Section 18 of the Securities Exchange Act of 1934, as amended.

CERTIFICATION

I, Kathleen Mason, certify that:

1. I have reviewed this quarterly report on Form 10-Q of Tuesday Morning Corporation;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
4. The registrant's other certifying officer(s) and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
 - a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
 - b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
 - c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
 - d) Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
5. The registrant's other certifying officer(s) and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing the equivalent functions):
 - a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
 - b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

Date: October 29, 2010

By: /s/ Kathleen Mason
Kathleen Mason
Chief Executive Officer

CERTIFICATION

I, Stephanie Bowman, certify that:

1. I have reviewed this quarterly report on Form 10-Q of Tuesday Morning Corporation;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
4. The registrant's other certifying officer(s) and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
 - a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
 - b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
 - c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
 - d) Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
5. The registrant's other certifying officer(s) and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing the equivalent functions):
 - a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
 - b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

Date: October 29, 2010

By: /s/ Stephanie Bowman
Stephanie Bowman
Chief Financial Officer

CERTIFICATION OF THE CHIEF EXECUTIVE OFFICER OF TUESDAY MORNING CORPORATION PURSUANT TO
18 U.S.C. §1350

I, Kathleen Mason, the Chief Executive Officer of Tuesday Morning Corporation, hereby certify that:

1. The quarterly report on Form 10-Q of Tuesday Morning Corporation for the period ended September 30, 2010 fully complies with the requirements of Section 13(a) or 15(d) of the Securities Exchange Act of 1934; and
2. The information contained in the above-mentioned report fairly presents, in all material respects, the financial condition and results of operations of Tuesday Morning Corporation.

Date: October 29, 2010

By: /s/ Kathleen Mason
Kathleen Mason
Chief Executive Officer

CERTIFICATION OF THE CHIEF FINANCIAL OFFICER OF TUESDAY MORNING CORPORATION PURSUANT TO
18 U.S.C. §1350

I, Stephanie Bowman, the Chief Financial Officer of Tuesday Morning Corporation, hereby certify that:

1. The quarterly report on Form 10-Q of Tuesday Morning Corporation for the period ended September 30, 2010 fully complies with the requirements of Section 13(a) or 15(d) of the Securities Exchange Act of 1934; and
2. The information contained in the above-mentioned report fairly presents, in all material respects, the financial condition and results of operations of Tuesday Morning Corporation.

Date: October 29, 2010

By: /s/ Stephanie Bowman
Stephanie Bowman
Chief Financial Officer
