

# NATIONAL RETAIL FEDERATION

## 4-5-4 CALENDAR FOR MONTHLY SALES RELEASES 2008 vs. 2007

|                     | Week | 2008 Week Ending       | 2007 Week Ending       |                     | Week | 2008 Week Ending        | 2007 Week Ending      |
|---------------------|------|------------------------|------------------------|---------------------|------|-------------------------|-----------------------|
| <b>FEBRUARY</b>     | 1    | 2/9                    | 2/10                   | <b>AUGUST</b>       | 27   | 8/9                     | 8/11                  |
|                     | 2    | 2/16                   | 2/17                   |                     | 28   | 8/16                    | 8/18                  |
|                     | 3    | 2/23 (Presidents' Day) | 2/24 (Presidents' Day) |                     | 29   | 8/23                    | 8/25                  |
|                     | 4    | 3/1                    | 3 /3                   |                     | 30   | 8/30                    | 9/1                   |
| <b>Publish Date</b> |      | <b>March 6</b>         |                        | <b>Publish Date</b> |      | <b>September 4</b>      |                       |
| <b>MARCH</b>        | 5    | 3/8                    | 3/10                   | <b>SEPTEMBER</b>    | 31   | 9/6 (Labor Day)         | 9/8(Labor Day)        |
|                     | 6    | 3/15                   | 3/17                   |                     | 32   | 9/13                    | 9/15                  |
|                     | 7    | 3/22                   | 3/24                   |                     | 33   | 9/20                    | 9/22                  |
|                     | 8    | 3/29 (Easter)          | 3/31                   |                     | 34   | 9/27                    | 9/29                  |
|                     | 9    | 4/5                    | 4/7                    |                     | 35   | 10/4                    | 10/6                  |
| <b>Publish Date</b> |      | <b>April 10</b>        |                        | <b>Publish Date</b> |      | <b>October 9</b>        |                       |
| <b>APRIL</b>        | 10   | 4/12                   | 4/14 (Easter)          | <b>OCTOBER</b>      | 36   | 10/11                   | 10/13(Columbus Day)   |
|                     | 11   | 4/19                   | 4/21                   |                     | 37   | 10/18 (Columbus Day)    | 10/20                 |
|                     | 12   | 4/26                   | 4/28                   |                     | 38   | 10/25                   | 10/27                 |
|                     | 13   | 5/3                    | 5/5                    |                     | 39   | 11/1 (Halloween)        | 11/3 (Halloween)      |
| <b>Publish Date</b> |      | <b>May 8</b>           |                        | <b>Publish Date</b> |      | <b>November 6</b>       |                       |
| <b>MAY</b>          | 14   | 5/10                   | 5/12                   | <b>NOVEMBER</b>     | 40   | 11/8 (Election Day)     | 11/10 (Election Day)  |
|                     | 15   | 5/17(Mother's Day)     | 5/19 (Mother's Day)    |                     | 41   | 11/15 (Veterans' Day)   | 11/17 (Veterans' Day) |
|                     | 16   | 5/24                   | 5/26                   |                     | 42   | 11/22                   | 11/24 (Thanksgiving)  |
|                     | 17   | 5/31 (Memorial Day)    | 6/2 (Memorial Day)     |                     | 43   | 11/29 (Thanksgiving)    | 12/1                  |
| <b>Publish Date</b> |      | <b>June 5</b>          |                        | <b>Publish Date</b> |      | <b>December 4</b>       |                       |
| <b>JUNE</b>         | 18   | 6/7                    | 6/9                    | <b>DECEMBER</b>     | 44   | 12/6                    | 12/8                  |
|                     | 19   | 6/14                   | 6/16                   |                     | 45   | 12/13                   | 12/15                 |
|                     | 20   | 6/21 (Father's Day)    | 6/23 (Father's Day)    |                     | 46   | 12/20                   | 12/22                 |
|                     | 21   | 6/28                   | 6/30                   |                     | 47   | 12/27(Christmas)        | 12/29 (Christmas)     |
|                     | 22   | 7/5 (Independence Day) | 7/7 (Independence Day) |                     | 48   | 1/3 (New Year's)        | 1/5 (New Year's)      |
| <b>Publish Date</b> |      | <b>July 10</b>         |                        | <b>Publish Date</b> |      | <b>January 8, 2009</b>  |                       |
| <b>JULY</b>         | 23   | 7/12                   | 7/14                   | <b>JANUARY</b>      | 49   | 1/10                    | 1/12                  |
|                     | 24   | 7/19                   | 7/21                   |                     | 50   | 1/17                    | 1/19                  |
|                     | 25   | 7/26                   | 7/28                   |                     | 51   | 1/24 (MLK)              | 1/26 (MLK)            |
|                     | 26   | 8/2                    | 8/4                    |                     | 52   | 1/31                    | 2/2                   |
| <b>Publish Date</b> |      | <b>August 7</b>        |                        | <b>Publish Date</b> |      | <b>February 5, 2009</b> |                       |