

**NATIONAL RETAIL FEDERATION
2010-2012 RETAIL SALES REPORTING and
4-5-4 MERCHANDISING CALENDAR**

The figure displays a 6x6 grid of monthly calendars for the years 2010, 2011, and 2012. The grid is organized by season: Spring (top-left), Summer (top-right), Fall (bottom-left), and Winter (bottom-right). Each calendar shows the days of the week (S-M-T-W-T-F-S) and the dates. The 4th of each month is highlighted in green, and the 13th is highlighted in black. The grid is labeled with the year and season at the top of each section.

* Fiscal Year 2012 is a 53 week year.

** Green shaded boxes indicate a Sales Release Date. Black shaded boxes indicate the following Holidays: Valentine's Day, Presidents Day, Easter, Mother's Day, Memorial Day, Father's Day, Independence Day, Labor Day, Rosh Hashanah, Yom Kippur, Columbus Day, Halloween, Election Day, Veterans Day, Thanksgiving, Christmas, New Year's Day, and Martin Luther King Day.