

NATIONAL RETAIL FEDERATION

4-5-4 CALENDAR FOR MONTHLY SALES RELEASES 2010 vs. 2009

	Week	2010 Week Ending	2009 Week Ending		Week	2010 Week Ending	2009 Week Ending
FEBRUARY	1	2/6	2/7	AUGUST	27	8/7	8/8
	2	2/13	2/14 (Valentine's Day)		28	8/14	8/15
	3	2/20 (Valentine's Day and Presidents Day)	2/21 (Presidents Day)		29	8/21	8/22
	4	2/27	2/28		30	8/28	8/29
Publish Date		March 4		Publish Date		September 2	
MARCH	5	3/6	3/7	SEPTEMBER	31	9/4	9/5
	6	3/13	3/14		32	9/11 (Labor Day)	9/12 (Labor Day)
	7	3/20	3/21		33	9/18	9/19
	8	3/27	3/28		34	9/25	9/26
	9	4/3	4/4		35	10/2	10/3
Publish Date		April 8		Publish Date		October 7	
APRIL	10	4/10 (Easter)	4/11	OCTOBER	36	10/9	10/10
	11	4/17	4/18 (Easter)		37	10/16 (Columbus Day)	10/17 (Columbus Day)
	12	4/24	4/25		38	10/23	10/24
	13	5/1	5/2		39	10/30	10/31 (Halloween)
Publish Date		May 6		Publish Date		November 4	
MAY	14	5/8	5/9	NOVEMBER	40	11/6 (Halloween)	11/7
	15	5/15 (Mother's Day)	5/16 (Mother's Day)		41	11/13 (Veterans Day)	11/14 (Veterans Day)
	16	5/22	5/23		42	11/20	11/21
	17	5/29	5/30 (Memorial Day)		43	11/27 (Thanksgiving)	11/28 (Thanksgiving)
Publish Date		June 3		Publish Date		December 2	
JUNE	18	6/5 (Memorial Day)	6/6	DECEMBER	44	12/4	12/5
	19	6/12	6/13		45	12/11	12/12
	20	6/19	6/20		46	12/18	12/19
	21	6/26 (Father's Day)	6/27 (Father's Day)		47	12/25 (Christmas)	12/26 (Christmas)
	22	7/3	7/4 (Independence Day)		48	1/1 (New Year's Day)	1/2 (New Year's Day)
Publish Date		July 8		Publish Date		January 6, 2011	
JULY	23	7/10 (Independence Day)	7/11	JANUARY	49	1/8	1/9
	24	7/17	7/18		50	1/15	1/16
	25	7/24	7/25		51	1/22 (Martin Luther King)	1/23 (Martin Luther King)
	26	7/31	8/1		52	1/29	1/30
Publish Date		August 5		Publish Date		February 3, 2011	