

# NATIONAL RETAIL FEDERATION

## 4-5-4 CALENDAR FOR MONTHLY SALES RELEASES 2011 vs. 2010

	Week	2011 Week Ending	2010 Week Ending		Week	2011 Week Ending	2010 Week Ending
<b>FEBRUARY</b>	1	2/5	2/6	<b>AUGUST</b>	27	8/6	8/7
	2	2/12	2/13		28	8/13	8/14
	3	2/19 (Valentine's Day)	2/20 (Valentine's Day and Presidents Day)		29	8/20	8/21
	4	2/26 (Presidents Day)	2/27		30	8/27	8/28
<b>Publish Date</b>		<b>March 3</b>		<b>Publish Date</b>		<b>September 1</b>	
<b>MARCH</b>	5	3/5	3/6	<b>SEPTEMBER</b>	31	9/3	9/4
	6	3/12	3/13		32	9/10 (Labor Day)	9/11 (Labor Day)
	7	3/19	3/20		33	9/17	9/18
	8	3/26	3/27		34	9/24	9/25
	9	4/2	4/3		35	10/1	10/2
<b>Publish Date</b>		<b>April 7</b>		<b>Publish Date</b>		<b>October 6</b>	
<b>APRIL</b>	10	4/9	4/10 (Easter)	<b>OCTOBER</b>	36	10/8	10/9
	11	4/16	4/17		37	10/15 (Columbus Day)	10/16 (Columbus Day)
	12	4/23	4/24		38	10/22	10/23
	13	4/30 (Easter)	5/1		39	10/29	10/30
<b>Publish Date</b>		<b>May 5</b>		<b>Publish Date</b>		<b>November 3</b>	
<b>MAY</b>	14	5/7	5/8	<b>NOVEMBER</b>	40	11/5 (Halloween)	11/6 (Halloween)
	15	5/14 (Mother's Day)	5/15 (Mother's Day)		41	11/12 (Veterans Day)	11/13 (Veterans Day)
	16	5/21	5/22		42	11/19	11/20
	17	5/28	5/29		43	11/26 (Thanksgiving)	11/27 (Thanksgiving)
<b>Publish Date</b>		<b>June 2</b>		<b>Publish Date</b>		<b>December 1</b>	
<b>JUNE</b>	18	6/4 (Memorial Day)	6/5 (Memorial Day)	<b>DECEMBER</b>	44	12/3	12/4
	19	6/11	6/12		45	12/10	12/11
	20	6/18	6/19		46	12/17	12/18
	21	6/25 (Father's Day)	6/26 (Father's Day)		47	12/24	12/25 (Christmas)
	22	7/2	7/3		48	12/31 (Christmas)	1/1 (New Year's Day)
<b>Publish Date</b>		<b>July 7</b>		<b>Publish Date</b>		<b>January 5, 2012</b>	
<b>JULY</b>	23	7/9 (Independence Day)	7/10 (Independence Day)	<b>JANUARY</b>	49	1/7 (New Year's Day)	1/8
	24	7/16	7/17		50	1/14	1/15
	25	7/23	7/24		51	1/21 (Martin Luther King)	1/22 (Martin Luther King)
	26	7/30	7/31		52	1/28	1/29
<b>Publish Date</b>		<b>August 4</b>		<b>Publish Date</b>		<b>February 2, 2012</b>	