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

SPRING SEASON

2010

		S	M	T	W	T	F	S
1	F	31	1	2	3	4	5	6
2	E	7	8	9	10	11	12	13
3	B	14	15	16	17	18	19	20
4		21	22	23	24	25	26	27
5	M	28	1	2	3	4	5	6
6	A	7	8	9	10	11	12	13
7	R	14	15	16	17	18	19	20
8	C	21	22	23	24	25	26	27
9	H	28	29	30	31	1	2	3
10	A	4	5	6	7	8	9	10
11	P	11	12	13	14	15	16	17
12	R	18	19	20	21	22	23	24
13		25	26	27	28	29	30	1
14	M	2	3	4	5	6	7	8
15	A	9	10	11	12	13	14	15
16	Y	16	17	18	19	20	21	22
17		23	24	25	26	27	28	29
18	J	30	31	1	2	3	4	5
19	U	6	7	8	9	10	11	12
20	N	13	14	15	16	17	18	19
21	E	20	21	22	23	24	25	26
22		27	28	29	30	1	2	3
23	J	4	5	6	7	8	9	10
24	U	11	12	13	14	15	16	17
25	L	18	19	20	21	22	23	24
26	Y	25	26	27	28	29	30	31

2011

	S	M	T	W	T	F	S
F	30	31	1	2	3	4	5
E	6	7	8	9	10	11	12
B	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
M	27	28	1	2	3	4	5
A	6	7	8	9	10	11	12
R	13	14	15	16	17	18	19
C	20	21	22	23	24	25	26
H	27	28	29	30	31	1	2
A	3	4	5	6	7	8	9
P	10	11	12	13	14	15	16
R	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
M	1	2	3	4	5	6	7
A	8	9	10	11	12	13	14
Y	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
J	29	30	31	1	2	3	4
U	5	6	7	8	9	10	11
N	12	13	14	15	16	17	18
E	19	20	21	22	23	24	25
	26	27	28	29	30	1	2
J	3	4	5	6	7	8	9
U	10	11	12	13	14	15	16
L	17	18	19	20	21	22	23
Y	24	25	26	27	28	29	30

2012

	S	M	T	W	T	F	S
F	29	30	31	1	2	3	4
E	5	6	7	8	9	10	11
B	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
M	26	27	28	29	1	2	3
A	4	5	6	7	8	9	10
R	11	12	13	14	15	16	17
C	18	19	20	21	22	23	24
H	25	26	27	28	29	30	31
A	1	2	3	4	5	6	7
P	8	9	10	11	12	13	14
R	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
M	29	30	1	2	3	4	5
A	6	7	8	9	10	11	12
Y	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
J	27	28	29	30	31	1	2
U	3	4	5	6	7	8	9
N	10	11	12	13	14	15	16
E	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
J	1	2	3	4	5	6	7
U	8	9	10	11	12	13	14
L	15	16	17	18	19	20	21
Y	22	23	24	25	26	27	28

FALL SEASON

2010

		S	M	T	W	T	F	S
A		1	2	3	4	5	6	7
U		8	9	10	11	12	13	14
G		15	16	17	18	19	20	21
		22	23	24	25	26	27	28
S		29	30	31	1	2	3	4
E		5	6	7	8	9	10	11
P		12	13	14	15	16	17	18
T		19	20	21	22	23	24	25
		26	27	28	29	30	1	2
O		3	4	5	6	7	8	9
C		10	11	12	13	14	15	16
T		17	18	19	20	21	22	23
		24	25	26	27	28	29	30
N		31	1	2	3	4	5	6
O		7	8	9	10	11	12	13
V		14	15	16	17	18	19	20
		21	22	23	24	25	26	27
D		28	29	30	1	2	3	4
E		5	6	7	8	9	10	11
C		12	13	14	15	16	17	18
		19	20	21	22	23	24	25
		26	27	28	29	30	31	1
J		2	3	4	5	6	7	8
A		9	10	11	12	13	14	15
N		16	17	18	19	20	21	22
		23	24	25	26	27	28	29

2011

	S	M	T	W	T	F	S
A	31	1	2	3	4	5	6
U	7	8	9	10	11	12	13
G	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
S	28	29	30	31	1	2	3
E	4	5	6	7	8	9	10
P	11	12	13	14	15	16	17
T	18	19	20	21	22	23	24
	25	26	27	28	29	30	1
O	2	3	4	5	6	7	8
C	9	10	11	12	13	14	15
T	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
N	30	31	1	2	3	4	5
O	6	7	8	9	10	11	12
V	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
D	27	28	29	30	1	2	3
E	4	5	6	7	8	9	10
C	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	31
J	1	2	3	4	5	6	7
A	8	9	10	11	12	13	14
N	15	16	17	18	19	20	21
	22	23	24	25	26	27	28

2012

	S	M	T	W	T	F	S	
A	29	30	31	1	2	3	4	27
U	5	6	7	8	9	10	11	28
G	12	13	14	15	16	17	18	29
	19	20	21	22	23	24	25	30
S	26	27	28	29	30	31	1	31
E	2	3	4	5	6	7	8	32
P	9	10	11	12	13	14	15	33
T	16	17	18	19	20	21	22	34
	23	24	25	26	27	28	29	35
O	30	1	2	3	4	5	6	36
C	7	8	9	10	11	12	13	37
T	14	15	16	17	18	19	20	38
	21	22	23	24	25	26	27	39
N	28	29	30	31	1	2	3	40
O	4	5	6	7	8	9	10	41
V	11	12	13	14	15	16	17	42
	18	19	20	21	22	23	24	43
D	25	26	27	28	29	30	1	44
E	2	3	4	5	6	7	8	45
C	9	10	11	12	13	14	15	46
	16	17	18	19	20	21	22	47
	23	24	25	26	27	28	29	48
J	30	31	1	2	3	4	5	49
A	6	7	8	9	10	11	12	50
N	13	14	15	16	17	18	19	51
	20	21	22	23	24	25	26	52
*	27	28	29	30	31	1	2	

January 2011

	S	M	T	W	T	F	S
J	2	3	4	5	6	7	8
A	9	10	11	12	13	14	15
N	16	17	18	19	20	21	22
	23	24	25	26	27	28	29

January 2012

	S	M	T	W	T	F	S
	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28

January 2013

	S	M	T	W	T	F	S
	30	31	1	2	3	4	5
	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
*	27	28	29	30	31	1	2

* 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.