

NATIONAL RETAIL FEDERATION
2012-2014 RETAIL SALES REPORTING and
4-5-4 MERCHANDISING CALENDAR (Shows 2012 Restated)

SPRING SEASON														FALL SEASON																																																										
2012							2013							2014							2012							2013							2014																																					
	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S																														
1	F	5	6	7	8	9	10	11	3	4	5	6	7	8	9	2	3	4	5	6	7	8	F	A	5	6	7	8	9	10	11	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													
2	E	12	13	14	15	16	17	18	10	11	12	13	14	15	16	9	10	11	12	13	14	15	E	U	12	13	14	15	16	17	18	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31																				
3	B	19	20	21	22	23	24	25	17	18	19	20	21	22	23	16	17	18	19	20	21	22	B	G	19	20	21	22	23	24	25	18	19	20	21	22	23	24	25	26	27	28	29	30	31																											
4		26	27	28	29	1	2	3	24	25	26	27	28	1	2	23	24	25	26	27	28	1		26	27	28	29	30	31	1	25	26	27	28	29	30	31																																			
5	M	4	5	6	7	8	9	10	3	4	5	6	7	8	9	2	3	4	5	6	7	8	M	S	2	3	4	5	6	7	8	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										
6	A	11	12	13	14	15	16	17	10	11	12	13	14	15	16	9	10	11	12	13	14	15	A	E	9	10	11	12	13	14	15	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31																	
7	R	18	19	20	21	22	23	24	17	18	19	20	21	22	23	16	17	18	19	20	21	22	R	P	16	17	18	19	20	21	22	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31																								
8	C	25	26	27	28	29	30	31	24	25	26	27	28	29	30	23	24	25	26	27	28	29	C	T	23	24	25	26	27	28	29	22	23	24	25	26	27	28	29	30	31																															
9	H	1	2	3	4	5	6	7	31	1	2	3	4	5	6	30	31	1	2	3	4	5	H		30	1	2	3	4	5	6	29	30	1	2	3	4	5																																		
10	A	8	9	10	11	12	13	14	7	8	9	10	11	12	13	6	7	8	9	10	11	12	A	O	7	8	9	10	11	12	13	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															
11	P	15	16	17	18	19	20	21	14	15	16	17	18	19	20	13	14	15	16	17	18	19	P	C	14	15	16	17	18	19	20	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31																						
12	R	22	23	24	25	26	27	28	21	22	23	24	25	26	27	20	21	22	23	24	25	26	R	T	21	22	23	24	25	26	27	20	21	22	23	24	25	26	27	28	29	30	31																													
13		29	30	1	2	3	4	5	28	29	30	1	2	3	4	27	28	29	30	1	2	3			28	29	30	31	1	2	3	27	28	29	30	31	1	2																																		
14	M	6	7	8	9	10	11	12	5	6	7	8	9	10	11	4	5	6	7	8	9	10	M	N	4	5	6	7	8	9	10	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												
15	A	13	14	15	16	17	18	19	12	13	14	15	16	17	18	11	12	13	14	15	16	17	A	O	11	12	13	14	15	16	17	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31																			
16	Y	20	21	22	23	24	25	26	19	20	21	22	23	24	25	18	19	20	21	22	23	24	Y	V	18	19	20	21	22	23	24	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31																										
17		27	28	29	30	31	1	2	26	27	28	29	30	31	1	25	26	27	28	29	30	31			25	26	27	28	29	30	31	24	25	26	27	28	29	30																																		
18	J	3	4	5	6	7	8	9	2	3	4	5	6	7	8	1	2	3	4	5	6	7	J	D	2	3	4	5	6	7	8	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										
19	U	10	11	12	13	14	15	16	9	10	11	12	13	14	15	8	9	10	11	12	13	14	U	E	9	10	11	12	13	14	15	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31																	
20	N	17	18	19	20	21	22	23	16	17	18	19	20	21	22	15	16	17	18	19	20	21	N	C	16	17	18	19	20	21	22	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31																								
21	E	24	25	26	27	28	29	30	23	24	25	26	27	28	29	22	23	24	25	26	27	28	E		23	24	25	26	27	28	29	22	23	24	25	26	27	28	29	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
22		1	2	3	4	5	6	7	30	1	2	3	4	5	6	29	30	1	2	3	4	5			30	31	1	2	3	4	5	29	30	31	1	2	3	4																																		
January 2013							January 2014							January 2015							January 2016							January 2017							January 2018																																					
J	8	9	10	11	12	13	14	7	8	9	10	11	12	13	6	7	8	9	10	11	12	J	J	6	7	8	9	10	11	12	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															
U	15	16	17	18	19	20	21	14	15	16	17	18	19	20	13	14	15	16	17	18	19	U	A	13	14	15	16	17	18	19	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31																						
L	22	23	24	25	26	27	28	21	22	23	24	25	26	27	20	21	22	23	24	25	26	L	N	20	21	22	23	24	25	26	19	20	21	22	23	24	25	26	27	28	29	30	31																													
Y	29	30	31	1	2	3	4	28	29	30	31	1	2	3	27	28	29	30	31	1	2	Y		27	28	29	30	31	1	2	26	27	28	29	30	31	1																																			
49	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	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													
50	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	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																				
51	18	19	20	21	22	23	24	25	26	27	28	29	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																											
52	25	26	27	28	29	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																																		

* Fiscal Year 2012 is a 53 week year. 2012 has been restated for comparability to 2013.

** 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.

*** Rosh Hashanah and Sales Release fall on 9/5/13.