

NATIONAL RETAIL FEDERATION
2012-2014 RETAIL SALES REPORTING and
4-5-4 MERCHANDISING CALENDAR (2012 Not 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	S	M	T	W	T	F	S
1	F	29	30	31	1	2	3	4	3	4	5	6	7	8	9	2	3	4	5	6	7	8	F	A	29	30	31	1	2	3	4	4	5	6	7	8	9	10	3	4	5	6	7	8	9	A	27		
2	E	5	6	7	8	9	10	11	10	11	12	13	14	15	16	9	10	11	12	13	14	15	E	U	5	6	7	8	9	10	11	11	12	13	14	15	16	17	10	11	12	13	14	15	16	U	28		
3	B	12	13	14	15	16	17	18	17	18	19	20	21	22	23	16	17	18	19	20	21	22	B	G	12	13	14	15	16	17	18	18	19	20	21	22	23	24	17	18	19	20	21	22	23	G	29		
4		19	20	21	22	23	24	25	24	25	26	27	28	1	2	23	24	25	26	27	28	1			19	20	21	22	23	24	25	25	26	27	28	29	30	31	24	25	26	27	28	29	30		30		
5	M	26	27	28	29	1	2	3	3	4	5	6	7	8	9	2	3	4	5	6	7	8	M	S	26	27	28	29	30	31	1	1	2	3	4	5	6	7	31	1	2	3	4	5	6	S	31		
6	A	4	5	6	7	8	9	10	10	11	12	13	14	15	16	9	10	11	12	13	14	15	A	E	2	3	4	5	6	7	8	8	9	10	11	12	13	14	7	8	9	10	11	12	13	E	32		
7	R	11	12	13	14	15	16	17	17	18	19	20	21	22	23	16	17	18	19	20	21	22	R	P	9	10	11	12	13	14	15	15	16	17	18	19	20	21	14	15	16	17	18	19	20	P	33		
8	C	18	19	20	21	22	23	24	24	25	26	27	28	29	30	23	24	25	26	27	28	29	C	T	16	17	18	19	20	21	22	22	23	24	25	26	27	28	21	22	23	24	25	26	27	T	34		
9	H	25	26	27	28	29	30	31	31	1	2	3	4	5	6	30	31	1	2	3	4	5	H		23	24	25	26	27	28	29	29	30	1	2	3	4	5	28	29	30	1	2	3	4		35		
10	A	1	2	3	4	5	6	7	7	8	9	10	11	12	13	6	7	8	9	10	11	12	A	O	30	1	2	3	4	5	6	6	7	8	9	10	11	12	5	6	7	8	9	10	11	O	36		
11	P	8	9	10	11	12	13	14	14	15	16	17	18	19	20	13	14	15	16	17	18	19	P	C	7	8	9	10	11	12	13	13	14	15	16	17	18	19	12	13	14	15	16	17	18	C	37		
12	R	15	16	17	18	19	20	21	21	22	23	24	25	26	27	20	21	22	23	24	25	26	R	T	14	15	16	17	18	19	20	20	21	22	23	24	25	26	19	20	21	22	23	24	25	T	38		
13		22	23	24	25	26	27	28	28	29	30	1	2	3	4	27	28	29	30	1	2	3			21	22	23	24	25	26	27	27	28	29	30	31	1	2	26	27	28	29	30	31	1		39		
14	M	29	30	1	2	3	4	5	5	6	7	8	9	10	11	4	5	6	7	8	9	10	M	N	28	29	30	31	1	2	3	3	4	5	6	7	8	9	2	3	4	5	6	7	8	N	40		
15	A	6	7	8	9	10	11	12	12	13	14	15	16	17	18	11	12	13	14	15	16	17	A	O	4	5	6	7	8	9	10	10	11	12	13	14	15	16	9	10	11	12	13	14	15	O	41		
16	Y	13	14	15	16	17	18	19	19	20	21	22	23	24	25	18	19	20	21	22	23	24	Y	V	11	12	13	14	15	16	17	17	18	19	20	21	22	23	16	17	18	19	20	21	22	V	42		
17		20	21	22	23	24	25	26	26	27	28	29	30	31	1	25	26	27	28	29	30	31			18	19	20	21	22	23	24	24	25	26	27	28	29	30	23	24	25	26	27	28	29		43		
18	J	27	28	29	30	31	1	2	2	3	4	5	6	7	8	1	2	3	4	5	6	7	J	D	25	26	27	28	29	30	1	1	2	3	4	5	6	7	30	1	2	3	4	5	6	D	44		
19	U	3	4	5	6	7	8	9	9	10	11	12	13	14	15	8	9	10	11	12	13	14	U	E	2	3	4	5	6	7	8	8	9	10	11	12	13	14	7	8	9	10	11	12	13	E	45		
20	N	10	11	12	13	14	15	16	16	17	18	19	20	21	22	15	16	17	18	19	20	21	N	C	9	10	11	12	13	14	15	15	16	17	18	19	20	21	14	15	16	17	18	19	20	C	46		
21	E	17	18	19	20	21	22	23	23	24	25	26	27	28	29	22	23	24	25	26	27	28	E		16	17	18	19	20	21	22	22	23	24	25	26	27	28	21	22	23	24	25	26	27		47		
22		24	25	26	27	28	29	30	30	1	2	3	4	5	6	29	30	1	2	3	4	5			23	24	25	26	27	28	29	29	30	31	1	2	3	4	28	29	30	31	1	2	3		48		
January 2013														January 2014														January 2015																					
	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	S	M	T	W	T	F	S
23	J	1	2	3	4	5	6	7	7	8	9	10	11	12	13	6	7	8	9	10	11	12	J	J	30	31	1	2	3	4	5	5	6	7	8	9	10	11	4	5	6	7	8	9	10	J	49		
24	U	8	9	10	11	12	13	14	14	15	16	17	18	19	20	13	14	15	16	17	18	19	U	A	6	7	8	9	10	11	12	12	13	14	15	16	17	18	11	12	13	14	15	16	17	A	50		
25	L	15	16	17	18	19	20	21	21	22	23	24	25	26	27	20	21	22	23	24	25	26	L	N	13	14	15	16	17	18	19	19	20	21	22	23	24	25	18	19	20	21	22	23	24	N	51		
26	Y	22	23	24	25	26	27	28	28	29	30	31	1	2	3	27	28	29	30	31	1	2	Y		20	21	22	23	24	25	26	26	27	28	29	30	31	1	25	26	27	28	29	30	31		52		
																									27	28	29	30	31	1	2																		

* Fiscal Year 2012 is a 53 week year. 2012 should be 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.