



# National Retail Federation®

*The Voice of Retail Worldwide*

## It's beginning to look a lot like Christmas... but is it any different than last year?

In this month's media briefing, retail veteran Dan Butler, NRF's Vice President of Retail Operations and Merchandising, will report on how retailers are preparing for the holidays. Fresh off his annual "walk the mall" expedition, Dan will present the retailers' perspective of the holidays—and information on how customers can benefit from it. Also learn what reporters should look out for when hitting the malls to cover stories this holiday season.



### ***Hot or Not: A 2007 Holiday Preview***

Friday, October 5, 2007

1:00 p.m. EDT

Speaker: Dan Butler, NRF Vice President  
of Retail Operations and Merchandising

#### **The discussion will include a close look at:**

- NRF's 2007 holiday forecast
- Hot products and trends this year
- What retailers are planning for the 2007 holiday season
- Five shopping tips for people on a budget
- Holiday hiring trends

Because this call is reserved for members of the press, **an RSVP is required to participate**. To RSVP, visit [www.nrf.com/pressreg](http://www.nrf.com/pressreg) or call Kathy Grannis at 202-626-8189. Once confirmed, you will receive an email with call-in information.