

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

		SPRING SEASON						FALL SEASON																																										
		2010		2011		2012		2010		2011		2012																																						
		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	31	1	2	3	4	5	6	30	31	1	2	3	4	5	29	30	31	1	2	3	4	F	A	1	2	3	4	5	6	7	31	1	2	3	4	5	6	29	30	31	1	2	3	4	A	27			
2	E	7	8	9	10	11	12	13	6	7	8	9	10	11	12	5	6	7	8	9	10	11	E	U	8	9	10	11	12	13	14	7	8	9	10	11	12	13	5	6	7	8	9	10	11	U	28			
3	B	14	15	16	17	18	19	20	13	14	15	16	17	18	19	12	13	14	15	16	17	18	B	G	15	16	17	18	19	20	21	14	15	16	17	18	19	20	12	13	14	15	16	17	18	G	29			
4		21	22	23	24	25	26	27	20	21	22	23	24	25	26	19	20	21	22	23	24	25			22	23	24	25	26	27	28	21	22	23	24	25	26	27	19	20	21	22	23	24	25		30			
5	M	28	1	2	3	4	5	6	27	28	1	2	3	4	5	26	27	28	29	1	2	3	M	S	29	30	31	1	2	3	4	28	29	30	31	1	2	3	26	27	28	29	30	31	1	S	31			
6	A	7	8	9	10	11	12	13	6	7	8	9	10	11	12	4	5	6	7	8	9	10	A	E	5	6	7	8	9	10	11	4	5	6	7	8	9	10	2	3	4	5	6	7	8	E	32			
7	R	14	15	16	17	18	19	20	13	14	15	16	17	18	19	11	12	13	14	15	16	17	R	P	12	13	14	15	16	17	18	11	12	13	14	15	16	17	9	10	11	12	13	14	15	P	33			
8	C	21	22	23	24	25	26	27	20	21	22	23	24	25	26	18	19	20	21	22	23	24	C	T	19	20	21	22	23	24	25	18	19	20	21	22	23	24	16	17	18	19	20	21	22	T	34			
9	H	28	29	30	31	1	2	3	27	28	29	30	31	1	2	25	26	27	28	29	30	31	H		26	27	28	29	30	1	2	25	26	27	28	29	30	1	23	24	25	26	27	28	29		35			
10	A	4	5	6	7	8	9	10	3	4	5	6	7	8	9	1	2	3	4	5	6	7	A	O	3	4	5	6	7	8	9	2	3	4	5	6	7	8	30	1	2	3	4	5	6	O	36			
11	P	11	12	13	14	15	16	17	10	11	12	13	14	15	16	8	9	10	11	12	13	14	P	C	10	11	12	13	14	15	16	9	10	11	12	13	14	15	7	8	9	10	11	12	13	C	37			
12	R	18	19	20	21	22	23	24	17	18	19	20	21	22	23	15	16	17	18	19	20	21	R	T	17	18	19	20	21	22	23	16	17	18	19	20	21	22	14	15	16	17	18	19	20	T	38			
13		25	26	27	28	29	30	1	24	25	26	27	28	29	30	22	23	24	25	26	27	28			24	25	26	27	28	29	30	23	24	25	26	27	28	29	21	22	23	24	25	26	27		39			
14	M	2	3	4	5	6	7	8	1	2	3	4	5	6	7	29	30	1	2	3	4	5	M	N	31	1	2	3	4	5	6	30	31	1	2	3	4	5	28	29	30	31	1	2	3	N	40			
15	A	9	10	11	12	13	14	15	8	9	10	11	12	13	14	6	7	8	9	10	11	12	A	O	7	8	9	10	11	12	13	6	7	8	9	10	11	12	4	5	6	7	8	9	10	O	41			
16	Y	16	17	18	19	20	21	22	15	16	17	18	19	20	21	13	14	15	16	17	18	19	Y	V	14	15	16	17	18	19	20	13	14	15	16	17	18	19	11	12	13	14	15	16	17	V	42			
17		23	24	25	26	27	28	29	22	23	24	25	26	27	28	20	21	22	23	24	25	26			21	22	23	24	25	26	27	20	21	22	23	24	25	26	18	19	20	21	22	23	24		43			
18	J	30	31	1	2	3	4	5	29	30	31	1	2	3	4	27	28	29	30	31	1	2	J	D	28	29	30	1	2	3	4	27	28	29	30	1	2	3	25	26	27	28	29	30	1	D	44			
19	U	6	7	8	9	10	11	12	5	6	7	8	9	10	11	3	4	5	6	7	8	9	U	E	5	6	7	8	9	10	11	4	5	6	7	8	9	10	2	3	4	5	6	7	8	E	45			
20	N	13	14	15	16	17	18	19	12	13	14	15	16	17	18	10	11	12	13	14	15	16	N	C	12	13	14	15	16	17	18	11	12	13	14	15	16	17	9	10	11	12	13	14	15	C	46			
21	E	20	21	22	23	24	25	26	19	20	21	22	23	24	25	17	18	19	20	21	22	23	E		19	20	21	22	23	24	25	18	19	20	21	22	23	24	16	17	18	19	20	21	22		47			
22		27	28	29	30	1	2	3	26	27	28	29	30	1	2	24	25	26	27	28	29	30			26	27	28	29	30	31	1	25	26	27	28	29	30	31	23	24	25	26	27	28	29		48			
		January 2011						January 2012						January 2013																																				
23	J	4	5	6	7	8	9	10	3	4	5	6	7	8	9	1	2	3	4	5	6	7	J	J	2	3	4	5	6	7	8	1	2	3	4	5	6	7	30	31	1	2	3	4	5	J	49			
24	U	11	12	13	14	15	16	17	10	11	12	13	14	15	16	8	9	10	11	12	13	14	U	A	9	10	11	12	13	14	15	8	9	10	11	12	13	14	6	7	8	9	10	11	12	A	50			
25	L	18	19	20	21	22	23	24	17	18	19	20	21	22	23	15	16	17	18	19	20	21	L	N	16	17	18	19	20	21	22	15	16	17	18	19	20	21	13	14	15	16	17	18	19	N	51			
26	Y	25	26	27	28	29	30	31	24	25	26	27	28	29	30	22	23	24	25	26	27	28	Y		23	24	25	26	27	28	29	22	23	24	25	26	27	28	20	21	22	23	24	25	26		52			
		27	28	29	30	31	1	2															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.