

NATIONAL RETAIL FEDERATION 2011-2013 RETAIL SALES REPORTING and 4-5-4 MERCHANDISING CALENDAR

SPRING SEASON

FALL SEASON

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