

**NATIONAL RETAIL FEDERATION**  
**4-5-4 CALENDAR FOR MONTHLY SALES RELEASES 2018 vs. 2017**  
**52 vs. 53 Week Year \*See Note Below**

|                     | Week | 2018 Week Ending         | 2017 Week Ending         |                     | Week | 2018 Week Ending          | 2017 Week Ending          |
|---------------------|------|--------------------------|--------------------------|---------------------|------|---------------------------|---------------------------|
| <b>FEBRUARY</b>     | 1    | 2/10                     | 2/11                     | <b>AUGUST</b>       | 27   | 8/11                      | 8/12                      |
|                     | 2    | 2/17 (Valentine's Day)   | 2/18 (Valentine's Day)   |                     | 28   | 8/18                      | 8/19                      |
|                     | 3    | 2/24 (Presidents Day)    | 2/25 (Presidents Day)    |                     | 29   | 8/25                      | 8/26                      |
|                     | 4    | 3/3                      | 3/4                      |                     | 30   | 9/1                       | 9/2                       |
| <b>Publish Date</b> |      | <b>March 8</b>           |                          | <b>Publish Date</b> |      | <b>September 6</b>        |                           |
| <b>MARCH</b>        | 5    | 3/10                     | 3/11                     | <b>SEPTEMBER</b>    | 31   | 9/8 (Labor Day)           | 9/9 (Labor Day)           |
|                     | 6    | 3/17 (St. Patrick's Day) | 3/18 (St. Patrick's Day) |                     | 32   | 9/15                      | 9/16                      |
|                     | 7    | 3/24                     | 3/25                     |                     | 33   | 9/22                      | 9/23                      |
|                     | 8    | 3/31                     | 4/1                      |                     | 34   | 9/29                      | 9/30                      |
|                     | 9    | 4/7 (Easter)             | 4/8                      |                     | 35   | 10/6                      | 10/7                      |
| <b>Publish Date</b> |      | <b>April 12</b>          |                          | <b>Publish Date</b> |      | <b>October 11</b>         |                           |
| <b>APRIL</b>        | 10   | 4/14                     | 4/15                     | <b>OCTOBER</b>      | 36   | 10/13 (Columbus Day)      | 10/14 (Columbus Day)      |
|                     | 11   | 4/21                     | 4/22 (Easter)            |                     | 37   | 10/20                     | 10/21                     |
|                     | 12   | 4/28                     | 4/29                     |                     | 38   | 10/27                     | 10/28                     |
|                     | 13   | 5/5                      | 5/6                      |                     | 39   | 11/3 (Halloween)          | 11/4 (Halloween)          |
| <b>Publish Date</b> |      | <b>May 10</b>            |                          | <b>Publish Date</b> |      | <b>November 8</b>         |                           |
| <b>MAY</b>          | 14   | 5/12                     | 5/13                     | <b>NOVEMBER</b>     | 40   | 11/10                     | 11/11 (Veterans Day)      |
|                     | 15   | 5/19 (Mother's Day)      | 5/20 (Mother's Day)      |                     | 41   | 11/17 (Veterans Day)      | 11/18                     |
|                     | 16   | 5/26                     | 5/27                     |                     | 42   | 11/24 (Thanksgiving)      | 11/25 (Thanksgiving)      |
|                     | 17   | 6/2 (Memorial Day)       | 6/3 (Memorial Day)       |                     | 43   | 12/1                      | 12/2                      |
| <b>Publish Date</b> |      | <b>June 7</b>            |                          | <b>Publish Date</b> |      | <b>December 6</b>         |                           |
| <b>JUNE</b>         | 18   | 6/9                      | 6/10                     | <b>DECEMBER</b>     | 44   | 12/8                      | 12/9                      |
|                     | 19   | 6/16                     | 6/17                     |                     | 45   | 12/15                     | 12/16                     |
|                     | 20   | 6/23 (Father's Day)      | 6/24 (Father's Day)      |                     | 46   | 12/22                     | 12/23                     |
|                     | 21   | 6/30                     | 7/1                      |                     | 47   | 12/29 (Christmas)         | 12/30 (Christmas)         |
|                     | 22   | 7/7 (Independence Day)   | 7/8 (Independence Day)   |                     | 48   | 1/5 (New Year's Day)      | 1/6 (New Year's Day)      |
| <b>Publish Date</b> |      | <b>July 12</b>           |                          | <b>Publish Date</b> |      | <b>January 10, 2019</b>   |                           |
| <b>JULY</b>         | 23   | 7/14                     | 7/15                     | <b>JANUARY</b>      | 49   | 1/12                      | 1/13                      |
|                     | 24   | 7/21                     | 7/22                     |                     | 50   | 1/19                      | 1/20 (Martin Luther King) |
|                     | 25   | 7/28                     | 7/29                     |                     | 51   | 1/26 (Martin Luther King) | 1/27                      |
|                     | 26   | 8/4                      | 8/5                      |                     | 52   | 2/2                       | 2/3                       |
| <b>Publish Date</b> |      | <b>August 9</b>          |                          | <b>Publish Date</b> |      | <b>February 7, 2019</b>   |                           |

\*Fiscal year 2017 is a 53 week year. 2017 has been restated for comparability to 2018.