

**NATIONAL RETAIL FEDERATION
2017-2019 RETAIL SALES REPORTING and
4-5-4 MERCHANDISING CALENDAR (Shows 2017 Restated)**

2017							2018							2019							2017							2018							2019													
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	5	6	7	8	9	10	11	4	5	6	7	8	9	10	3	4	5	6	7	8	9	F	A	6	7	8	9	10	11	12	5	6	7	8	9	10	11	4	5	6	7	8	9	10	A	27	
2	E	12	13	14	15	16	17	18	11	12	13	14	15	16	17	10	11	12	13	14	15	16	E	U	13	14	15	16	17	18	19	12	13	14	15	16	17	18	11	12	13	14	15	16	17	U	28	
3	B	19	20	21	22	23	24	25	18	19	20	21	22	23	24	17	18	19	20	21	22	23	B	G	20	21	22	23	24	25	26	19	20	21	22	23	24	25	18	19	20	21	22	23	24	G	29	
4		26	27	28	1	2	3	4	25	26	27	28	1	2	3	24	25	26	27	28	1	2		27	28	29	30	31	1	2	26	27	28	29	30	31	1	25	26	27	28	29	30	31		30		
5	M	5	6	7	8	9	10	11	4	5	6	7	8	9	10	3	4	5	6	7	8	9	M	S	3	4	5	6	7	8	9	2	3	4	5	6	7	8	1	2	3	4	5	6	7	S	31	
6	A	12	13	14	15	16	17	18	11	12	13	14	15	16	17	10	11	12	13	14	15	16	A	E	10	11	12	13	14	15	16	9	10	11	12	13	14	15	8	9	10	11	12	13	14	E	32	
7	R	19	20	21	22	23	24	25	18	19	20	21	22	23	24	17	18	19	20	21	22	23	R	P	17	18	19	20	21	22	23	16	17	18	19	20	21	22	15	16	17	18	19	20	21	P	33	
8	C	26	27	28	29	30	31	1	25	26	27	28	29	30	31	24	25	26	27	28	29	30	C	T	24	25	26	27	28	29	30	23	24	25	26	27	28	29	22	23	24	25	26	27	28	T	34	
9	H	2	3	4	5	6	7	8	1	2	3	4	5	6	7	31	1	2	3	4	5	6	H		1	2	3	4	5	6	7	30	1	2	3	4	5	6	29	30	1	2	3	4	5		35	
10	A	9	10	11	12	13	14	15	8	9	10	11	12	13	14	7	8	9	10	11	12	13	A	O	8	9	10	11	12	13	14	7	8	9	10	11	12	13	6	7	8	9	10	11	12	O	36	
11	P	16	17	18	19	20	21	22	15	16	17	18	19	20	21	14	15	16	17	18	19	20	P	C	15	16	17	18	19	20	21	14	15	16	17	18	19	20	13	14	15	16	17	18	19	C	37	
12	R	23	24	25	26	27	28	29	22	23	24	25	26	27	28	21	22	23	24	25	26	27	R	T	22	23	24	25	26	27	28	21	22	23	24	25	26	27	20	21	22	23	24	25	26	T	38	
13		30	1	2	3	4	5	6	29	30	1	2	3	4	5	28	29	30	1	2	3	4		29	30	31	1	2	3	4	28	29	30	31	1	2	3	27	28	29	30	31	1	2		39		
14	M	7	8	9	10	11	12	13	6	7	8	9	10	11	12	5	6	7	8	9	10	11	M	N	5	6	7	8	9	10	11	4	5	6	7	8	9	10	3	4	5	6	7	8	9	N	40	
15	A	14	15	16	17	18	19	20	13	14	15	16	17	18	19	12	13	14	15	16	17	18	A	O	12	13	14	15	16	17	18	11	12	13	14	15	16	17	10	11	12	13	14	15	16	O	41	
16	Y	21	22	23	24	25	26	27	20	21	22	23	24	25	26	19	20	21	22	23	24	25	Y	V	19	20	21	22	23	24	25	18	19	20	21	22	23	24	17	18	19	20	21	22	23	V	42	
17		28	29	30	31	1	2	3	27	28	29	30	31	1	2	26	27	28	29	30	31	1		26	27	28	29	30	1	2	25	26	27	28	29	30	1	24	25	26	27	28	29	30		43		
18	J	4	5	6	7	8	9	10	3	4	5	6	7	8	9	2	3	4	5	6	7	8	J	D	3	4	5	6	7	8	9	2	3	4	5	6	7	8	1	2	3	4	5	6	7	D	44	
19	U	11	12	13	14	15	16	17	10	11	12	13	14	15	16	9	10	11	12	13	14	15	U	E	10	11	12	13	14	15	16	9	10	11	12	13	14	15	8	9	10	11	12	13	14	E	45	
20	N	18	19	20	21	22	23	24	17	18	19	20	21	22	23	16	17	18	19	20	21	22	N	C	17	18	19	20	21	22	23	16	17	18	19	20	21	22	15	16	17	18	19	20	21	C	46	
21	E	25	26	27	28	29	30	1	24	25	26	27	28	29	30	23	24	25	26	27	28	29	E		24	25	26	27	28	29	30	23	24	25	26	27	28	29	22	23	24	25	26	27	28		47	
22		2	3	4	5	6	7	8	1	2	3	4	5	6	7	30	1	2	3	4	5	6		31	1	2	3	4	5	6	30	31	1	2	3	4	5	29	30	31	1	2	3	4		48		
2017							2018							2019							2017							2018							2019													
23	J	9	10	11	12	13	14	15	8	9	10	11	12	13	14	7	8	9	10	11	12	13	J	J	7	8	9	10	11	12	13	6	7	8	9	10	11	12	5	6	7	8	9	10	11	J	49	
24	U	16	17	18	19	20	21	22	15	16	17	18	19	20	21	14	15	16	17	18	19	20	U	A	14	15	16	17	18	19	20	13	14	15	16	17	18	19	12	13	14	15	16	17	18	A	50	
25	L	23	24	25	26	27	28	29	22	23	24	25	26	27	28	21	22	23	24	25	26	27	L	N	21	22	23	24	25	26	27	20	21	22	23	24	25	26	19	20	21	22	23	24	25	N	51	
26	Y	30	31	1	2	3	4	5	29	30	31	1	2	3	4	28	29	30	31	1	2	3	Y		28	29	30	31	1	2	3	*	27	28	29	30	31	1	2	26	27	28	29	30	31	1		52

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

** Green shaded boxes indicate a Sales Release Date. Black shaded boxes indicate the following Holidays: Valentine's Day, Presidents Day, St. Patrick's 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.