

WEEKLY DISTRIBUTION OF HOLIDAY SALES¹

Weekly Distribution of 2005 Holiday Sales

Sunday, November 20 – Saturday, November 26	14.9%*
Sunday, November 27 – Saturday, December 3	13.7%
Sunday, December 4 – Saturday, December 10	15.1%
Sunday, December 11 – Saturday, December 17	17.7%
Sunday, December 18 – Saturday, December 24	23.0%
Sunday, December 25 – Saturday, December 31	15.6%

Weekly Distribution of 2004 Holiday Sales

Sunday, November 21 – Saturday, November 27	13.3%*
Sunday, November 28 – Saturday, December 4	16.7%
Sunday, December 5 – Saturday, December 11	18.2%
Sunday, December 12 – Saturday, December 18	22.5%
Sunday, December 19 – Saturday, December 25	19.1%
Sunday, December 26 – Saturday, January 1, 2005	10.3%

*THE THANKSGIVING WEEKEND RUSH

Percentage of Holiday Season Sales occurring on Thanksgiving Weekend 2005

November 25 – 27, 2005 (Thanksgiving Weekend)	9.6%
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Percentage of Holiday Season Sales occurring on Thanksgiving Weekend 2004

November 26 – 28, 2004 (Thanksgiving Weekend)	9.2%
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Source: ShopperTrak. Based on ShopperTrak's NRSE. (For additional information, please call media contact, Aaron Martin at +1 312 943 9100 or visit www.shoppertrak.com)

¹The Season is defined as November 20, 2005 through December 31, 2005

