



Happy Holidays

FROM ICSC

As the 2009 holiday season approaches, the International Council of Shopping Centers, Inc. (ICSC) is pleased to provide you with our annual Holiday Watch Media Guide.

ICSC will be releasing weekly holiday sales figures throughout the holiday season, beginning Tuesday, December 1, 2009. The sales figures, which provide a week-over-week and year-over-year comparison, will be available on ICSC's Holiday Watch Website: <http://holiday.icsc.org> at 7:45 a.m.

Once again, our Holiday Watch Media Guide contains the Hot Gifts List, Holiday Fun Facts, Holiday Forecast and information on all holiday GAFO sales. For your reference, in this document these measures are referred to as:

- **GAFO Store Sales** are sales generated at stores that specialize in department-store type merchandise (General Merchandise, Apparel and Accessory, Furniture, and Other which includes electronics, computers, sporting goods, music, books, hobby, office supplies, stationery and gift stores). These data are compiled by the U.S. Department of Commerce.
- **Non-Anchor Mall Sales** are those receipts generated by non-anchor tenants at regional and super-regional malls in the United States. These data are compiled by ICSC from a representative sample of 500 malls and cover stores selling apparel, furnishings, stationery/cards/gifts/novelty, books, sporting goods/bicycles, toys/educational/hobby, personal care, jewelry, other GAFO-type merchandise, food service and other non-GAFO merchandise and services.
- **Shopping-Center-Inclined Retail Sales** are compiled from U.S. Census Bureau retail sales data. This series includes general merchandise, apparel, furniture, electronic and other store sales (GAFO) plus health and personal care store sales, food and beverage sales and building materials.

In addition, ICSC will be releasing the results of a number of consumer surveys. Results will be posted on ICSC's Holiday Watch Website at: <http://holiday.icsc.org> throughout the holiday season. So, as you begin to make your holiday season plans, remember to look to ICSC as your source for holiday-related information.

Happy Holidays from ICSC!