

BLACK



FRIDAY

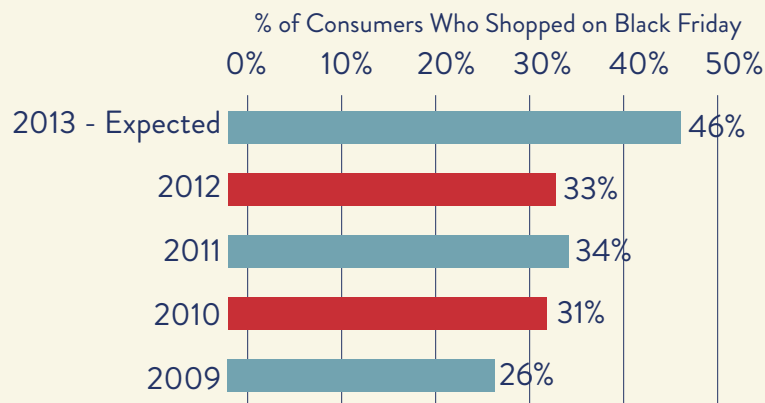


PERCENT OF CONSUMERS PLANNING TO SHOP ON THANKSGIVING WEEKEND:

Black Friday: 46%
Cyber Monday: 42%
Saturday, Nov. 30/Sunday, Dec. 1: 34%
Thanksgiving Day: 13%



HOW WILL THIS YEAR'S BLACK FRIDAY COMPARE TO YEARS PAST?



WHO PLANS TO SHOP OVER THE THANKSGIVING WEEKEND?

Silent Generation (1928-1945): 40%
Early Baby Boomers (1946-1955): 44%
Late Baby Boomers: 60%
Generation X: 73%
Generation Y: 84%

