NATIONAL RETAIL FEDERATION
2015-2017 RETAIL SALES REPORTING and
4-5-4 MERCHANDISING CALENDAR

<table>
<thead>
<tr>
<th>SPRING SEASON</th>
<th>FALL SEASON</th>
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<tbody>
<tr>
<td><strong>2015</strong></td>
<td><strong>2016</strong></td>
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<td><strong>2017</strong></td>
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</tbody>
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**S M T W T F S**

**SPRING SEASON**

- **2015**
- **2016**
- **2017**

**FALL SEASON**

- **2015**
- **2016**
- **2017**

* Fiscal Year 2017 is a 53 week year.