



### 2010 Reporting Calendar

Retail Sales Week Ending	OIA VP Live Data	Fiscal Month	Monthly Trend	Fiscal Quarter	Quarterly Trend	Year-End Report
2/6/10 2/13/10 2/20/10 2/27/10		<b>FEB</b>	6/16/10	<b>FIRST QUARTER</b>		
3/6/10 3/13/10 3/20/10 3/27/10 4/3/10		<b>MAR</b>	6/16/10			
4/10/10 4/17/10 4/24/10 5/1/10		<b>APR</b>	6/16/10			
5/8/10 5/15/10 5/22/10 5/29/10		<b>MAY</b>	6/16/10	<b>SECOND QUARTER</b>		
6/5/10 6/12/10 6/19/10 6/26/10 7/3/10	6/10/10 6/17/10 6/24/10 7/1/10 7/8/10	<b>JUN</b>	7/14/10			
7/10/10 7/17/10 7/24/10 7/31/10	7/15/10 7/22/10 7/29/10 8/5/10	<b>JUL</b>	8/11/10			
8/7/10 8/14/10 8/21/10 8/28/10	8/12/10 8/19/10 8/26/10 9/2/10	<b>AUG</b>	9/8/10	<b>THIRD QUARTER</b>		
9/4/10 9/11/10 9/18/10 9/25/10 10/2/10	9/9/10 9/16/10 9/23/10 9/30/10 10/7/10	<b>SEP</b>	10/13/10			
10/9/10 10/16/10 10/23/10 10/30/10	10/14/10 10/21/10 10/28/10 11/4/10	<b>OCT</b>	11/10/10			
11/6/10 11/13/10 11/20/10 11/27/10	11/11/10 11/18/10 11/25/10 12/2/10	<b>NOV</b>	12/8/10	<b>FOURTH QUARTER</b>		
12/4/10 12/11/10 12/18/10 12/25/10 1/1/11	12/9/10 12/16/10 12/23/10 12/30/10 1/6/11	<b>DEC</b>	1/12/11			
1/8/11 1/15/11 1/22/11 1/29/11	1/13/11 1/20/11 1/27/11 2/3/11	<b>JAN</b>	2/9/11			