

August 2004

Promotional Calendar

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|----------------------------|--------|---------|-----------|----------|--------|----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Summer Sale (Phase 1) | | | | | | |
| Back to School Sale | | | | | | |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| Summer Sale (Phase 2) | | | | | | |
| Back to School Sale | | | | | | |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| Summer Clearance (Phase 2) | | | | | | |
| Back to School Sale | | | | | | |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| Labor Day Sale | | | | | | |
| Summer Clearance (Phase 2) | | | | | | |
| Back to School Sale | | | | | | |
| 29 | 30 | 31 | | | | |
| Labor Day Sale | | | | | | |
| Summer Clearance (Phase 2) | | | | | | |
| Back to School Sale | | | | | | |

| Jul 2004 | | | | | | |
|----------|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| | | | 1 | 2 | 3 | |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

| Sep 2004 | | | | | | |
|----------|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | | |