



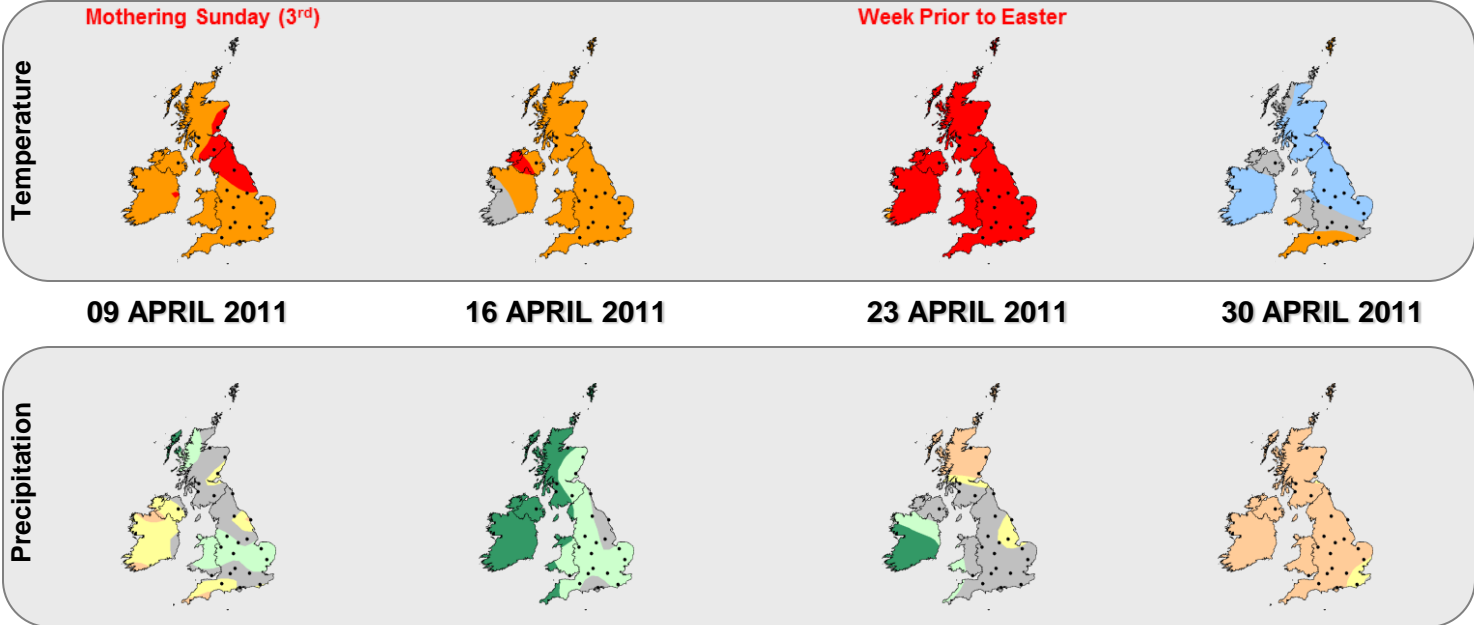
THE HISTORICAL REPORT

Better Business in Any Weather™

Release Issued: 03 MAY 2011

APRIL 2011

Weekly ACTUAL Temperature and Precipitation Trends vs Last Year



LEGEND: Temperature & Precipitation Trends vs LY

■ Much Colder < -2.8° < -5° F	■ Colder -0.6° to -2.8° -1°F to -5° F	■ Similar -0.6° to +0.6° -1°F to +1° F	■ Warmer +0.6° to +2.8° +1°F to +5° F	■ Much Warmer > +2.8° > +5° F
■ Much Wetter >200%	■ Wetter 125% to 200%	■ Similar 75% to 125%	■ Drier 50% to 75%	■ Much Drier < 50%

All dates are weekend Saturday

APRIL 2011 RECAP: The four week retail April was the 2nd warmest and 2nd driest in 18+ years for the U.K. as a whole. In fact, monthly temperatures were some of the warmest of the past 100 years. Precipitation trended less than normal throughout the month and yielded plenty of sunshine, and sunshine hours trended the highest of the past 100 years! The mildest temperatures so far in 2011 were attained during the week prior to Easter, while cooler, but above normal, temperatures accompanied the Royal Wedding. The final week of the month was the only week to trend cooler than last year, but temperatures continued to trend above what is

typical for this time of year. Following 6 weeks of below normal precipitation, drought concerns intensified by the end of the month. **BUSINESS TRENDS:** April 2011 weather was exceptional for Spring categories with warmer and much drier weather benefiting items like apparel, footwear, grilling supplies, sun care, allergy products, lawn & garden, auto care, and cold beverages. An extremely mild week leading up to Easter was favorable for football and, subsequently, holiday gifts, candy and food categories. Dry weather for the Royal Wedding was favorable for street parties and wedding spectators, benefiting football and food categories. The

positives this month outweigh the negatives with the extremely favorable warm and dry weather, Easter calendar shift, Royal

Wedding and easy comparisons to last year all expected to bring a gain in like-for-like retail sales announced later this month.

MARKET TRENDS VS LY AND NORMAL

RETAIL CALENDAR (03-30 APR 2011)

City	Country	2011 Actual		2011 vs 2010		2011 vs Nrm!	
		T (°C)	P (mm)	T (°C)	P (mm)	T (°C)	P (mm)
Birmingham	England	11.8	2.0	2.4	17%	3.0	4%
Bristol	England	11.6	6.1	2.4	24%	2.8	14%
Eastbourne	England	12.8	2.8	2.9	9%	3.6	5%
Hull	England	10.6	1.0	1.5	3%	2.3	3%
Ipswich	England	12.1	5.8	2.7	35%	3.4	15%
Lincoln	England	12.0	13.5	2.3	55%	3.2	33%
London	England	13.9	2.3	2.9	21%	3.8	5%
Lyneham	England	12.1	4.6	2.8	20%	3.5	11%
Manchester	England	11.1	10.7	2.7	74%	2.1	20%
Norwich	England	11.9	2.8	2.3	23%	2.9	7%
Nottingham	England	12.1	3.0	2.4	9%	3.3	7%
Oxford	England	12.6	4.1	2.9	23%	3.7	11%
Portsmouth	England	13.4	4.3	2.9	61%	3.3	15%
Shrewsbury	England	11.1	5.1	2.4	53%	2.8	12%
Sunderland	England	9.9	9.1	1.3	97%	2.3	19%
York	England	10.8	1.8	2.0	13%	2.6	4%
Bridgend	Wales	12.3	9.4	2.9	60%	3.7	15%
Aberdeen	Scotland	9.9	14.5	1.9	45%	2.4	27%
Bishopston	Scotland	10.3	60.7	1.5	84%	2.1	92%
Carlisle	Scotland	9.4	91.9	2.3	126%	2.8	104%
Dundee	Scotland	9.6	8.1	1.3	31%	1.9	20%
Glasgow	Scotland	10.9	35.8	2.1	82%	2.5	68%
Inverness	Scotland	10.7	19.3	2.1	51%	2.6	48%
Belfast	No. Ireland	10.8	17.3	2.4	65%	2.5	33%
UK TOTALS		11.4	336.0	2.3	54%	2.9	30%