



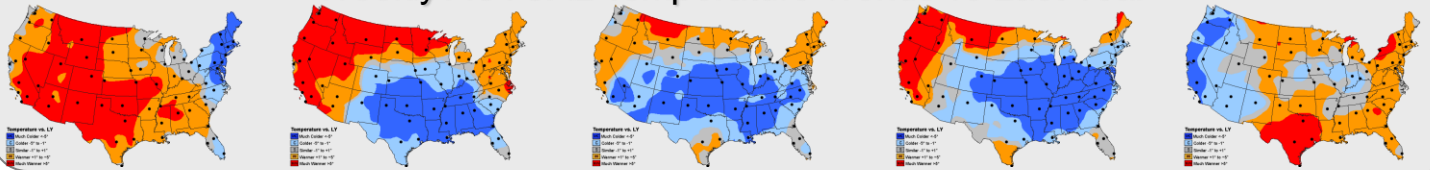
GUIDANCE FROM WEATHER TRENDS INTERNATIONAL
THE HISTORICAL REPORT

Better Business in Any Weather™

Issued: October 4th, 2011

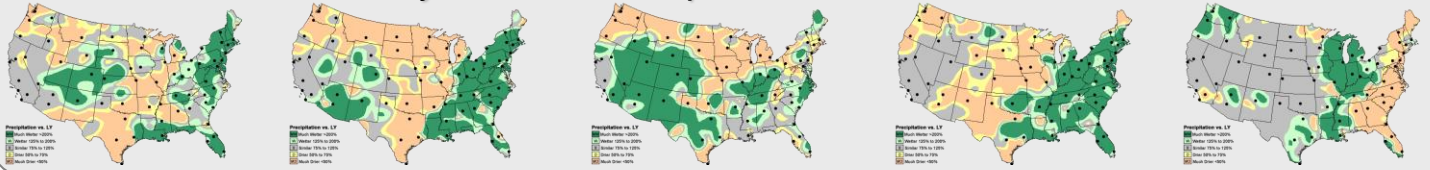
SEPTEMBER 2011

Weekly ACTUAL Temperature Trends vs Last Year



SEP 3, 2011 **LABOR DAY (5TH)** SEP 10, 2011 **FALL BEGINS (23RD)** SEP 24, 2011 OCT 1, 2011

Weekly ACTUAL Precipitation Trends vs Last Year



LEGEND: vs LY

- Much Colder ≤ -5°
- Colder -1° to -5°
- Similar -1° to +1°
- Warmer +1° to +5°
- Much Warmer ≥ +5°
- Much Wetter >200%
- Wetter 125% to 200%
- Similar 75% to 125%
- Drier 50% to 75%
- Much Drier < 50%

Dates are weekending Saturday

SEPTEMBER 2011 SUMMARY (RETAIL MONTH 28 AUG -01 OCT 2011)

REGION	TEMP VS LY	19 YR TEMP RANK	19 YR TREND	PRECIP VS LY	19YR PRECIP RANK	19 YR PRECIP TREND
U.S.	-0.5F	4TH WARMEST	COOLER THAN LY	+16%	2ND WETTEST	WETTEST IN 15 YRS
NORTHEAST	-1.0F	TIED 5TH WARMEST	COOLER THAN LY	+78%	1ST WETTEST	WETTEST IN 19+ YRS
SOUTHEAST	-2.3F	TIED 8TH COOLEST	COOLEST IN 3 YRS	+56%	8TH WETTEST	WETTER THAN LY
N. CENTRAL	-0.8F	7TH COOLEST	COOLEST IN 5 YRS	-38%	2TH DRIEST	DRIER THAN LY
S. CENTRAL	-1.0F	7TH COOLEST	COOLER THAN LY	-53%	2ND DRIEST	DRIEST IN 11 YRS
N. ROCKY MTNS	+4.1F	2ND WARMEST	WARMEST IN 13 YRS	-66%	1ST DRIEST	DRIEST IN 19+ YRS
S. ROCKY MTNS	-0.7F	2ND WARMEST	COOLER THAN LY	+109%	7TH WETTEST	WETTEST IN 3 YRS
NORTHWEST	+3.4F	1ST WARMEST	WARMEST IN 19 YRS	-73%	4TH DRIEST	DRIEST IN 10 YRS
SOUTHWEST	+1.5F	1ST WARMEST	WARMEST IN 19 YRS	+444%	4TH WETTEST	WETTEST IN 12 YRS

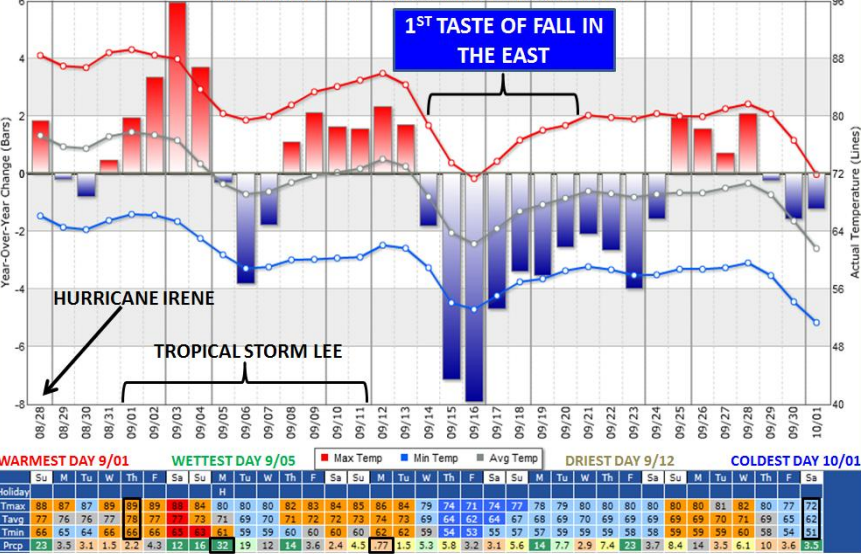
Nationally, **TEMPERATURES** were cooler than last year for 43% of the country, while 24% trended cooler than normal. After a Summer of cool weather, the heat finally turned on in the West resulting in the warmest SEP in 19+ years. The first real taste of Fall arrived during Week 3 in the East as a significant cool down resulted in below normal temperatures. Mild weather returned to the Northeast during the final 2 weeks of SEP as a stalled low pumped in mild, moist air from the South.

PRECIPITATION trended the 2nd wettest in 19+ years and much of that was due to another extraordinary month of rain in the Northeast. Dry, sunny days were far and few between for much of the Northeast as clouds and rain dominated. Meanwhile, the South Central states couldn't get enough rain and the drought continued to rage on across the region.

TROPICS: Hurricane Irene started the month off dumping widespread +6" of rain from New Jersey to Maine. Slow-moving Tropical Storm Lee brought flooding rain to the northern Gulf Coast states and dumped another widespread +6" of rain in the Northeast.

RETAIL TRENDS: Hurricane Irene will have had a negative impact on mall-based and department stores as consumers flocked to home centers and discounters for clean-up supplies and items like portable generators. Flooding in the Northeast will have favored clean-up supplies through mid-month. Summer-like weather on the West Coast drove demand for Summer consumables at the expense of Fall merchandise. Fall categories will have enjoyed an earlier start this year in the East during Week 3 as temperatures abruptly turned colder.

SEPTEMBER 2011 U.S. WEATHER SUMMARY



Weekly Temperature & Precipitation Trends vs NORMAL

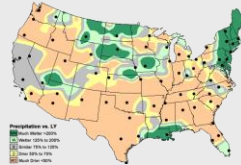
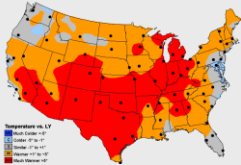
Temperature Trends vs NORMAL

Precipitation Trends vs NORMAL

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September 3, 2011

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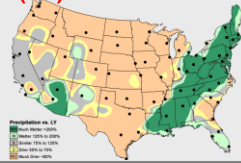
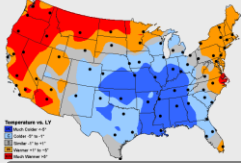


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September 10, 2011

1

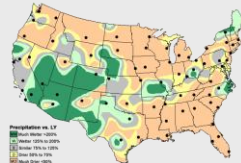
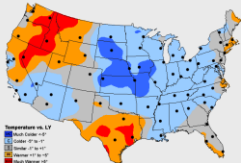
LABOR DAY (5TH)



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September 17, 2011

18

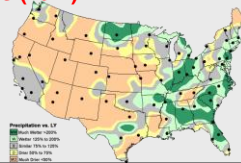
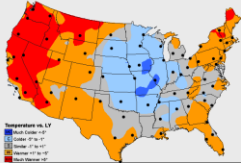


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September 24, 2011

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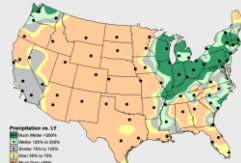
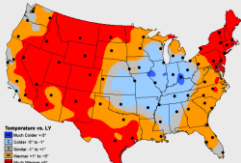
FALL BEGINS (23RD)



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October 1, 2011

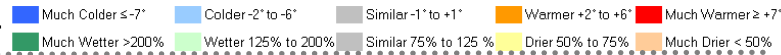
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Dates are weekend Saturday

Rankings (colored boxes) are based on the past 19 years for each week. A "1" indicates the hottest week of the past 19 years and a "19" the coldest week of the past 19 years. For precipitation "1" is the wettest week of the past 19 years and "19" is the driest.

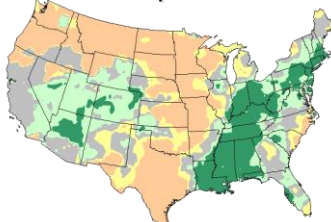
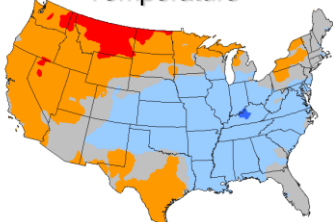
LEGEND: vs Normal (30-year average)



Retail September 2011 vs September 2010

Temperature

Precipitation



Locations from the Mid Atlantic to the Northeast recorded not only the wettest SEP on record, but also the wettest 2 month period. Baltimore, MD recorded 23.7" of rain in AUG and SEP combined (over half of their AVG annual rainfall). Clean-up supplies and insect repellent demand surged in the wet conditions.

MARKET TRENDS VS LY AND NORMAL

RETAIL CALENDAR (August 28, 2011 – October 1, 2011)

Region	City	St	2011 Actual		2011 vs 2010		2011 vs Nrmal	
			T (°F)	P (in)	T (°F)	P (in)	T (°F)	P (in)
Northeast	Albany	NY	64.8	11.43	-0.2	176%	1.1	247%
	Baltimore	MD	69.0	14.63	-2.0	177%	0.1	269%
	Boston	MA	67.6	5.65	-2.0	263%	1.3	138%
	Buffalo	NY	65.1	4.27	2.2	145%	0.8	92%
	Burlington	VT	63.8	10.22	0.6	181%	1.5	239%
	Cincinnati	OH	65.8	7.51	-4.3	1231%	-2.8	206%
	Cleveland	OH	65.4	9.00	-0.9	277%	0.0	232%
	Columbus	OH	65.7	6.60	-2.9	377%	-2.2	146%
	Harrisburg	PA	67.4	7.57	-1.0	110%	0.0	167%
	Hartford	CT	67.2	13.70	-0.7	284%	1.9	245%
	New York	NY	70.5	11.46	-2.6	229%	-0.4	216%
	Philadelphia	PA	70.8	11.53	-2.3	178%	0.4	220%
	Pittsburgh	PA	65.2	4.05	-0.6	124%	0.2	102%
Roanoke	VA	68.8	7.40	-2.3	107%	-0.1	161%	
Southeast	Atlanta	GA	73.8	2.30	-3.6	144%	-0.2	46%
	Birmingham	AL	73.0	12.14	-4.3	1167%	-2.5	249%
	Charleston	SC	76.7	3.65	-1.6	45%	0.2	52%
	Charlotte	NC	72.0	5.55	-3.0	133%	0.2	122%
	Columbia	SC	76.4	4.28	-2.0	221%	1.2	101%
	Jacksonville	FL	78.4	6.59	-0.4	119%	0.1	64%
	Knoxville	TN	70.1	8.74	-2.9	201%	-1.7	202%
	Memphis	TN	74.1	2.56	-4.6	1164%	-2.3	69%
	Miami	FL	83.6	6.64	0.3	40%	0.7	54%
	Nashville	TN	69.8	6.20	-3.4	521%	-3.4	160%
	Orlando	FL	81.2	5.91	-0.3	104%	0.1	77%
	Raleigh	NC	73.3	6.90	-3.5	103%	1.2	100%
	Tampa	FL	82.4	6.83	-0.6	407%	0.6	94%
South Central	Amarillo	TX	72.4	0.96	-1.6	54%	2.5	41%
	Brownsville	TX	84.4	2.17	1.6	17%	2.1	37%
	Dallas	TX	81.2	0.69	1.1	8%	1.7	26%
	Goodland	KS	64.1	0.64	-3.3	39%	-1.2	36%
	Houston	TX	83.3	1.28	1.9	23%	3.3	22%
	Kansas City	MO	66.1	1.16	-3.7	12%	-3.4	22%
	Little Rock	AR	73.0	1.17	-4.3	80%	-2.6	32%
	New Orleans	LA	79.3	13.27	-2.4	381%	-1.2	209%
	Oklahoma City	OK	74.2	1.60	-1.8	40%	0.2	43%
	San Antonio	TX	83.8	2.93	3.5	31%	3.5	73%
	St. Louis	MO	68.8	3.18	-2.7	77%	-2.5	87%
North Central	Bismarck	ND	59.0	1.74	2.4	37%	-1.1	106%
	Chicago/O'Hare	IL	62.8	3.49	-3.3	112%	-3.0	70%
	Des Moines	IA	64.7	1.84	-2.6	33%	-1.8	60%
	Detroit	MI	64.5	6.29	-0.6	173%	-1.1	167%
	Duluth	MN	56.6	1.87	2.9	49%	-0.2	44%
	Grand Rapids	MI	62.2	2.24	-1.3	72%	-1.4	54%
	Green Bay	WI	58.3	4.63	-1.1	96%	-2.9	158%
	Indianapolis	IN	66.5	5.50	-4.1	655%	-1.9	134%
	Minneapolis	MN	63.4	0.38	1.8	6%	-0.4	9%
	Omaha	NE	64.7	1.52	-2.9	39%	-2.4	58%
Pierre	SD	62.7	1.09	1.4	38%	-1.8	43%	
N. Rocky Mtn	Billings	MT	65.9	0.67	6.4	29%	5.1	40%
	Casper	WY	61.7	0.13	1.6	43%	3.4	10%
S. Rocky Mtn	Albuquerque	NM	72.0	0.51	-2.1	26%	1.7	47%
	Denver	CO	66.1	0.89	-1.0	1483%	2.6	72%
	Salt Lake City	UT	70.9	0.15	2.6	38%	4.4	12%
Northwest	Boise	ID	72.1	0.09	4.9	180%	6.6	21%
	Medford	OR	71.5	0.01	5.2	1%	4.3	2%
	Portland	OR	67.0	0.71	3.0	20%	2.6	55%
	Seattle-Tacoma	WA	63.6	1.32	3.1	25%	2.9	88%
	Spokane	WA	65.5	0.40	5.6	47%	5.6	62%
Southwest	Bakersfield	CA	80.6	0.00	3.2	100%	3.5	0%
	Flagstaff	AZ	59.7	3.47	-0.5	439%	1.6	148%
	Las Vegas	NV	85.4	0.78	0.8	1950%	2.3	275%
	Los Angeles	CA	67.1	0.01	0.1	225%	-1.5	11%
	Palm Springs	CA	89.3	0.57	2.3	475%	1.9	715%
	Phoenix	AZ	92.3	0.02	1.0	15%	2.9	4%
	Reno	NV	70.9	0.03	3.7	27%	4.6	35%
	Sacramento	CA	74.2	0.01	1.9	100%	2.7	10%
San Diego	CA	69.0	0.13	0.1	433%	-0.8	94%	
San Francisco	CA	64.4	0.01	-3.5	100%	0.0	11%	