

WEEKLY RETAIL PROMO UPDATE

WEEK OF JULY 5, 2015



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PROMO HIGHLIGHTS

ONE DAY SALE
SATURDAY, JULY 11 9AM-11PM
(IT'S A SALE TOO BIG TO FIT IN A DAY!)
ALSO SHOP FRIDAY, JULY 10 FROM 9AM-10PM

ONE DAY SALE DEALS OF THE DAY
SPECIALLY SELECTED ITEMS PRICED SO LOW YOU DON'T NEED A SAVINGS PASS!
AVAILABLE ALL DAY, BOTH DAYS!

5 HOURS ONLY! 9AM-2PM FRIDAY & SATURDAY
DOORBUSTERS GET HERE EARLY WHILE THEY LAST

EXTRA 25% OFF
Dress shirts, \$19.99 after \$29.99
Dress shirts, \$19.99 after \$29.99
Dress shirts, \$19.99 after \$29.99
Dress shirts, \$19.99 after \$29.99

20% OFF
Dress shirts, \$19.99 after \$24.99
Dress shirts, \$19.99 after \$24.99
Dress shirts, \$19.99 after \$24.99
Dress shirts, \$19.99 after \$24.99

30% + 15% OFF
Dress shirts, \$19.99 after \$29.99
Dress shirts, \$19.99 after \$29.99
Dress shirts, \$19.99 after \$29.99
Dress shirts, \$19.99 after \$29.99

OR, EXTRA SAVINGS FRIDAY & SATURDAY 9AM-2PM
SPECIALLY SELECTED ITEMS PRICED SO LOW YOU DON'T NEED A SAVINGS PASS!
AVAILABLE ALL DAY, BOTH DAYS!

WOW! \$10 OFF
YOUR PURCHASE OF \$25 OR MORE
SELECTED ITEMS ONLY. SEE SIGNAGE FOR DETAILS.

WOW! \$20 OFF
YOUR PURCHASE OF \$50 OR MORE
SELECTED ITEMS ONLY. SEE SIGNAGE FOR DETAILS.

FREE SHIPPING & FREE RETURNS AT MACYS.COM
FREE SHIPPING & FREE RETURNS AT MACYS.COM

the magic of macy's

DOORBUSTERS
5 HOURS ONLY! GREAT ITEMS! GREAT PRICES!

EXTRA 10% OFF
Dress shirts, \$19.99 after \$21.99
Dress shirts, \$19.99 after \$21.99
Dress shirts, \$19.99 after \$21.99
Dress shirts, \$19.99 after \$21.99

20% OFF
Dress shirts, \$19.99 after \$24.99
Dress shirts, \$19.99 after \$24.99
Dress shirts, \$19.99 after \$24.99
Dress shirts, \$19.99 after \$24.99

30% OFF
Dress shirts, \$19.99 after \$29.99
Dress shirts, \$19.99 after \$29.99
Dress shirts, \$19.99 after \$29.99
Dress shirts, \$19.99 after \$29.99

50% OFF
Dress shirts, \$19.99 after \$39.99
Dress shirts, \$19.99 after \$39.99
Dress shirts, \$19.99 after \$39.99
Dress shirts, \$19.99 after \$39.99

60% OFF
Dress shirts, \$19.99 after \$49.99
Dress shirts, \$19.99 after \$49.99
Dress shirts, \$19.99 after \$49.99
Dress shirts, \$19.99 after \$49.99

70% OFF
Dress shirts, \$19.99 after \$59.99
Dress shirts, \$19.99 after \$59.99
Dress shirts, \$19.99 after \$59.99
Dress shirts, \$19.99 after \$59.99

80% OFF
Dress shirts, \$19.99 after \$69.99
Dress shirts, \$19.99 after \$69.99
Dress shirts, \$19.99 after \$69.99
Dress shirts, \$19.99 after \$69.99

90% OFF
Dress shirts, \$19.99 after \$79.99
Dress shirts, \$19.99 after \$79.99
Dress shirts, \$19.99 after \$79.99
Dress shirts, \$19.99 after \$79.99

100% OFF
Dress shirts, \$19.99 after \$89.99
Dress shirts, \$19.99 after \$89.99
Dress shirts, \$19.99 after \$89.99
Dress shirts, \$19.99 after \$89.99

ONE DAY SALE

This week, **Macy's** is promoting its One Day Sale, which will start online on July 10 and in stores on July 11. A \$10 discount will apply to purchases of \$25 or more that are made with the Macy's Wow! Pass, and a \$20 discount will apply to purchases of \$50 or more. The sale includes offers such as \$19.99 sandals for women, \$15.99 dress shirts for men and 30%-50% off all fine jewelry.

it's baby sale time! shop for our best baby care brands

own it
iPhone 6 or iPhone 6 Plus

10% off these favorites
when you use Cartwheel. Get the free app today.

\$399
Apple Watch
Available in store or online.
Reg. \$499

299.99
Beats Solo3
Available in store or online.
Reg. \$399

149.99
Beats Solo3
Available in store or online.
Reg. \$199

free \$20 Target GiftCard
with baby department purchase of \$25 or more

free \$40 Target GiftCard
with baby department purchase of \$50 or more

it's baby sale time! shop for our best baby care brands

free \$20 Target GiftCard
with baby department purchase of \$25 or more

free \$40 Target GiftCard
with baby department purchase of \$50 or more

SALE TIME

Target's weekly promo cover and first few pages are all about gadgets. The retailer is offering a payment plan on the iPhone 6 and discounts on cameras, headphones and iPhone accessories. Target is also focusing on its Baby Sale, offering buy two, get one on diapers and a \$5-\$30 gift card with the purchase of certain products, such as infant seats and baby carriers.

PROMO HIGHLIGHTS

EXTENDED NOW THRU JULY 11TH 4TH OF JULY APPLIANCE EVENT

SAVE 40% OR MORE ON APPLIANCE HOT BUYS

- SAVE 43%:** REG. 700.99 Dishwasher #02213473
- SAVE 40%:** REG. 1390.99 Electric self-clean range Connection #02284193
- SAVE 45%:** REG. 1099.99 French door bottom-freezer refrigerator #04670413
- SAVE 44% ON THE PAIR:** REG. \$399.99 each 3.3-cu. ft. washer #02620222 and 6.5-cu. ft. dryer #02620222

FREE DELIVERY AVAILABLE*

EXTENDED 4TH OF JULY MATTRESS SPECTACULAR

- UP TO 60% OFF MATTRESSES** (On mattress and/or foundation purchase of \$499 or more within qualifying Sears store)
- EXTRA 10% OFF ON ASSORTED BRANDS AND MODELS** (On mattress purchase of \$499 or more)
- FREE DELIVERY** (On mattress purchase of \$499 or more)
- NEW! \$179 QUEEN MATTRESS:** Serta Corelee Reg. 449.99
- NEW! \$697.40 QUEEN SET:** Serta Perfect Sleeper Galena, Sealy Posturepedic Plus Heart Tight Top or Beautyrest Recharge Devonwood Firm or Plush
- NEW! \$389 QUEEN SET:** Sealy Talworth Reg. 599.99

UP TO 60% OFF MATTRESSES PLUS FREE \$200 GIFT!

SEARS AWARD CARD TAKE HOME TODAY! (With purchase of Comfort, Casper & Puffy, Sealy Optimum or Serta Perfect Sleeper mattress, choose from over 30 mattress models)

CHOOSE FROM OVER 30 MATTRESS MODELS!

HOW WILL YOU SPEND IT? IT'S YOUR CHOICE!

- \$200 Sears Award Card**
- 52" LED-HDTV
- BBQ Pro Grill
- 21" Bear Bag Push Mower

4TH OF JULY EVENT

Sears extended its 4th of July sale through July 11. Consumers can still enjoy savings of 40% or more on appliances such as dishwashers, washers, dryers and refrigerators. Sears is also offering a discount of up to 60% off on mattresses as part of the holiday event.

BEAT THE HEAT with refreshing drinks and snacks.

- Every Day \$3.49:** Cheez-It® Snack Mix 10.5 oz.
- Every Day 2.98:** Cheez-It® Crackers 10.5 oz.
- Every Day 1.98:** Cheez-It® Crackers 10.5 oz.
- Every Day 6.84:** 20 Oz. Big Red® Fruit Punch

Rollback 1.74: 20 Oz. Big Red® Fruit Punch

Find more information and savings at Walmart.com

Sweet Treats for Everybody

- Every Day 3.98:** Angel Food Cake 10.5 oz.
- Every Day 3.98:** Original Rocky Road 10.5 oz.
- Every Day 2.88:** Fresh Cherries 1.5 lb.
- Every Day 1.68:** Dark Pecans 1.5 lb.
- Every Day 3.94:** Bag of Candy 10.5 oz.

100% Natural Cherry Pie

Find more information and savings at Walmart.com

SIZZLIN' PICNIC

Walmart is still promoting its 4th of July Sale, offering discounts on barbecue groceries such as fresh corn, steaks, marshmallows and watermelons. Discounts apply to paper plates, plastic cups and paper towels, too. In the online version of the weekly promo, customers can find 4th of July dessert recipes for s'mores, ice cream sandwiches and fruit pizzas.

PROMO HIGHLIGHTS

JCPenney
when it fits, you feel it | jcp.com

DOWNLOAD THE LATEST JCPENNEY APP
Find & save your faves
Save coupons on your phone
Quick scan in-store product lookup
Secure Touch ID™ login for iPhone

Apple, the Apple logo and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. Touch ID is a trademark of Apple Inc. App Store is a service mark of Apple Inc. Google Play is a trademark of Google Inc.

SHOP IN STORE & JCP.COM THUR-SUN, JULY 9-12

SUPER SATURDAY SALE

DOORBUSTER 4.99
JUNIORS' SOLID TEE OR CAMO
reg. \$14

50-60% OFF
JUNIORS' ARIZONA APPAREL
select styles

DOORBUSTER 14.99
JUNIORS' SHORTS
reg. \$30-\$36

ARIZONA JEANS
only at JCPenney

SAVE EVEN MORE

The **JCPenney** Super Saturday Sale is actually a three-day sale that starts Thursday, July 9, and runs through Sunday, July 12. A \$10 discount with coupon will apply to purchases of \$25 or more on apparel, shoes, accessories, fine jewelry and home. Sale offers include \$18.99 juniors' Levi's shorts, \$19.99 women's and men's Nike sandals and 50% off swimwear for her.

KOHL'S

SUMMER of yes

2-DAY SALE

TUESDAY, JULY 7 - WEDNESDAY, JULY 8

STAY ONE STEP AHEAD
30-50% off
All shoes and casual sandals for the family

SEE WHAT'S BREWING
119.99 + an extra 10% off
Keurig® Brewer model K250 Reg. \$129.99
Save 10-25% + an extra 10% off Keurig® brewers, Select styles

STOCK UP FOR SUNNY DAYS
50-60% off
Kids tees, shorts and caps for the family, Select styles

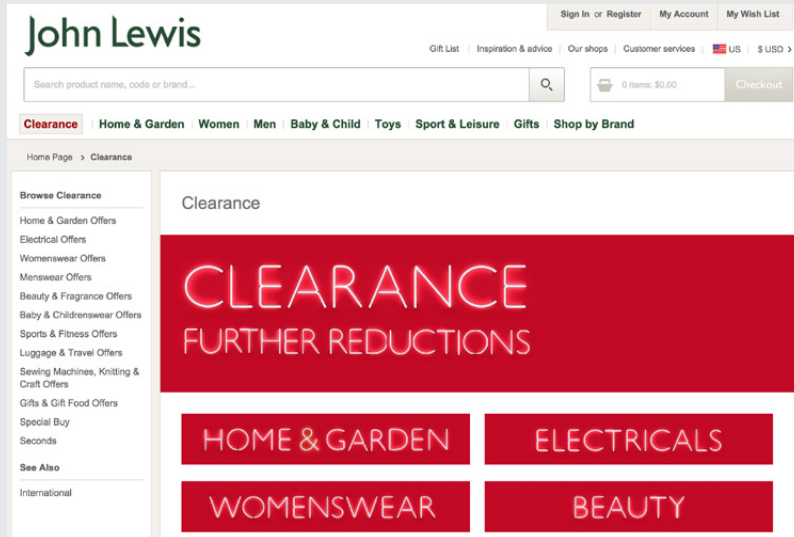
THE BIGGEST GOLD★STAR CLEARANCE EVENT
NEW MARKDOWNS TAKEN! **SAVE UP TO 70%**
PLUS, SHOP FINAL CLEARANCE AND SAVE UP TO 80%

SUMMER OF YES

Kohl's is promoting its Two-Day Sale, along with its biggest clearance event, which features markdowns of up to 70% off. Sale offers include 50%-60% off swimwear for the family and 40%-50% off activewear and sleepwear, loungewear, and robes for her. Discounts also apply to handbags, shoes and kids' apparel.

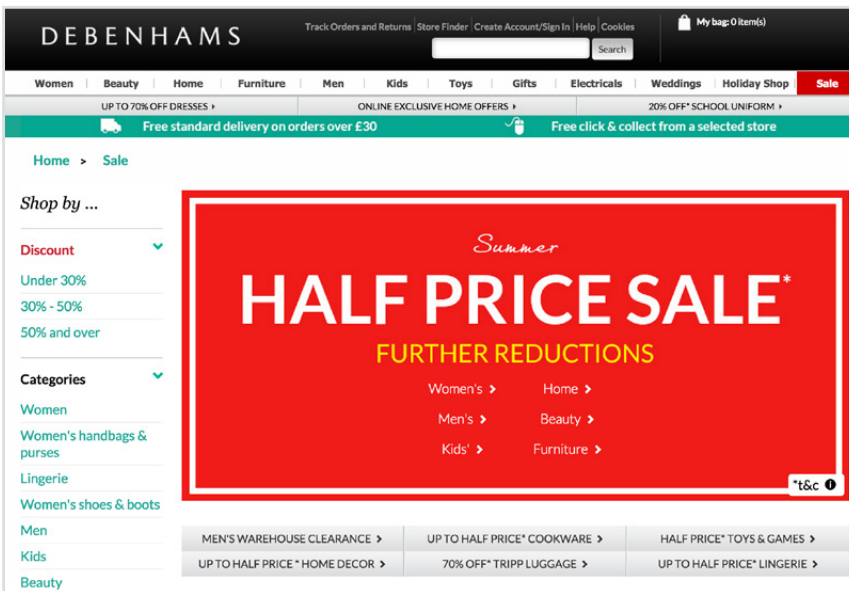


UK PROMO HIGHLIGHTS



CLEARANCE SALE

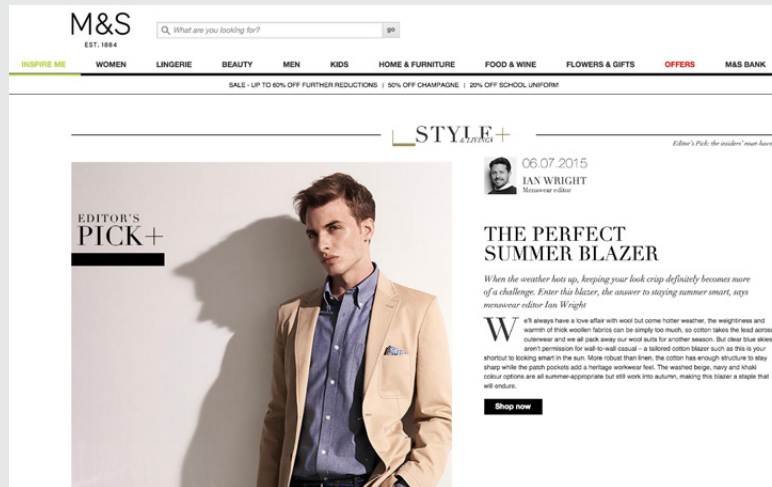
The **John Lewis** department store clearance sale is still running, and the company has applied further reductions to certain product lines. The promotion is running in-store and online for an unspecified period of time. Included in the offers are Mulberry bags, which were £850 (US\$1,330) at the beginning of the promotion, but have now been reduced to £346 (US\$534). The retailer holds sales like this only about twice a year, normally in summer and at New Year's.



HALF-PRICE SALE

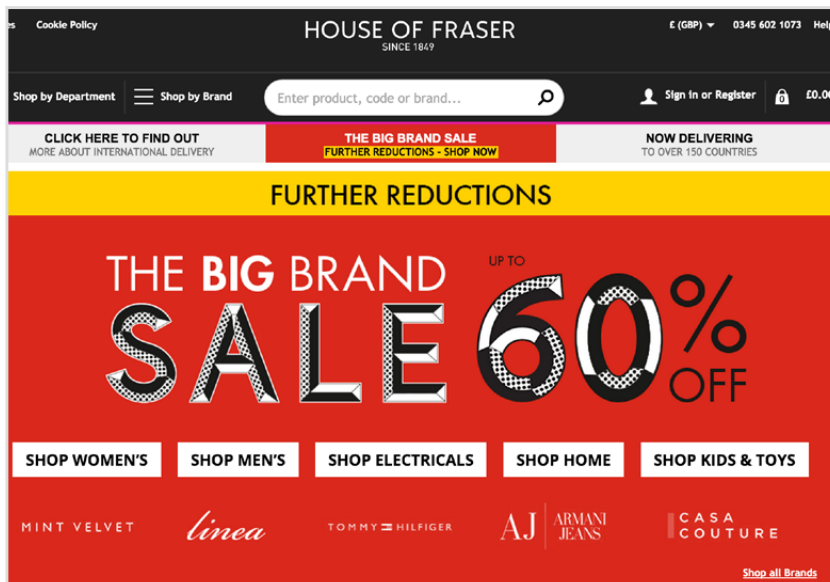
Debenhams is continuing to run its half-price sale across all product categories in-store and online. Further reductions have been applied to various categories and over 50 summer dresses have been marked down 70% to 90% off their original price.

UK PROMO HIGHLIGHTS



MEN'S SUMMER STYLE

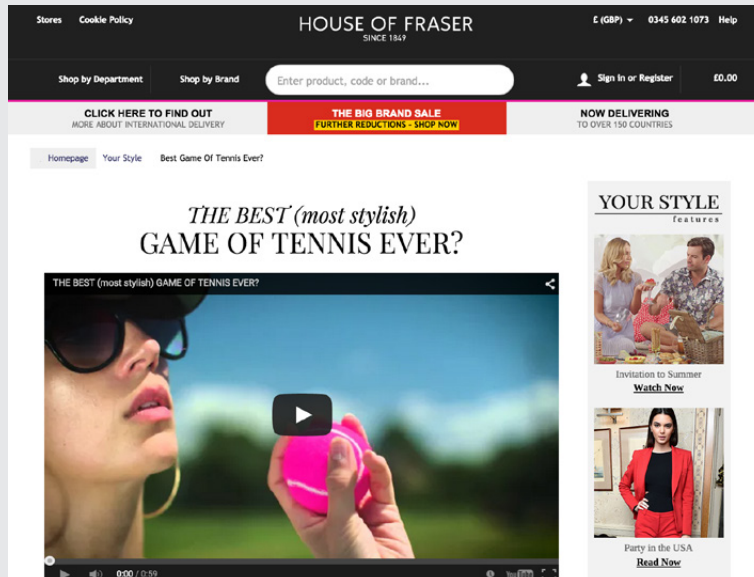
M&S focused on men's fashion for its style edit this week and looked at some summer staples all men should have in their wardrobe. Cotton and other lightweight fabrics were the order of the day, as were muted colors and simple detailing. After reading the blog post, customers were invited to shop the recommended picks from the M&S website.



SUMMER SALE CONTINUES

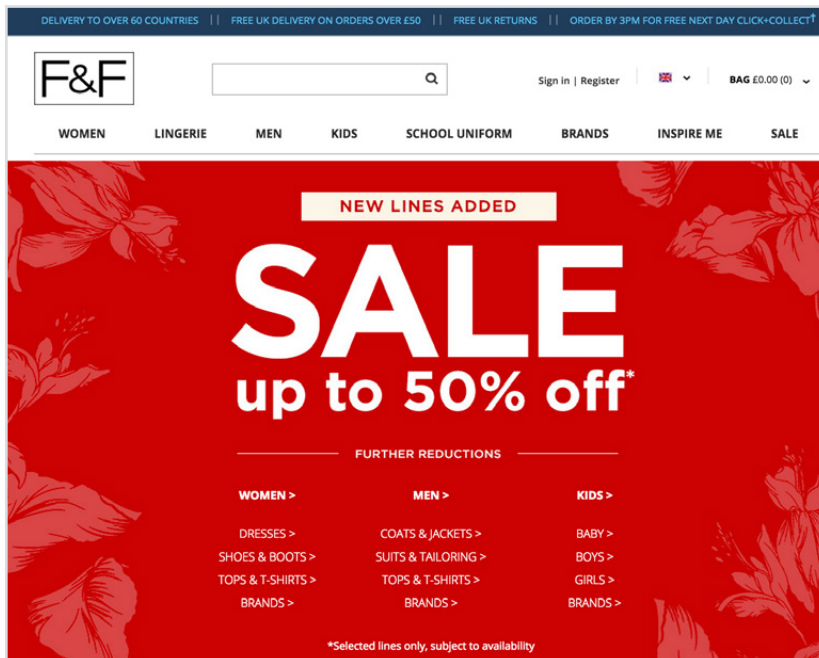
In line with the other department stores, **House of Fraser** has extended its summer sale and added further reductions to certain items. Last week's sale banner advertised 50% off, while this week's has bumped up the discount to 60%. Focusing on both in-house and external brands, the sale is being promoted online and throughout House of Fraser stores.

UK PROMO HIGHLIGHTS



WIMBLEDON WITH A TWIST

While many British retailers have used Wimbledon as style inspiration, their promotions have mainly consisted of white linen and cotton pieces worn in a simple style. **House of Fraser** has turned this approach on its head and opted to promote a somewhat more creative, sporty style. The models in the featured video may be wearing sunglasses and caps, but they've teamed them with dresses, heels and plenty of bold accessories to showcase the retailer's newest summer pieces.




TESCO 50% OFF

Instead of further reducing current items in its summer sale, **Tesco** has added new clothing lines to its F&F promotion. New swimwear, sandals and tops are now available online and in-store.

WEEKLY PROMO AT A GLANCE

Retailer	Event Dates	Name of Promotion	Pages	Promotion Details
bloomingdale's	6/26-7/5	Mystery Money	Online	Take an extra 20%, 25%, 30%, or 40% off select sale and clearance merchandise with code
	6/26-7/5	4th Of July Sale	Online	Save 20%-65% on select items
JCPenney	7/1-7/5	4th of July Sale	Online	Online only: \$10 off select original, regular, sale and clearance-priced apparel, shoes, accessories, fine jewelry and home purchases of \$25 or more
	7/6-7/7	2 Days Only, Online Only	Online	50% off select original and regular-priced Window, Luggage, Bedding and Bath. Extra 20% off all Online Clearance
NORDSTROM	N/A	Summer Steals	Online	Women's Clothing Under \$100
	N/A	Marked Down Even More	Online	Up to 50% off on select women apparel
KOHL'S	7/1	Extra 20% Off	Online	Your purchase of \$75 or more. online only
	7/2-7/5	Bring home the savings	Online	Take an extra 15% off with code
	7/6	Five Hours. Online Only	Online	Extra 20% off with code
★macy's	Ends 7/5	July 4th Sale	Online	\$10 off your purchase of \$25 or more
	Ends 7/5	Swimwear Sale	Online	Save 20-50% off select styles
sears	7/5-7/11	Sears Outdoor Living	1	\$349.99 Garden Oasis Long Beach 7-pc. dining set
	7/5-7/11	Sears Outdoor Living	1	\$379.99 Kenmore all stainless steel 4-burner gas grill with side searing burner
Saks Fifth Avenue	Ends 8/2	Consolidation Sale	Online	We've taken up to 70% off designer selection




WEEKLY PROMO AT A GLANCE

Retailer	Event Dates	Name of Promotion	Pages	Promotion Details
DOLLAR GENERAL	7/5-7/7	3 Day Sales Event	1	3 for \$8.00: Coca-Cola or Sprite 12pk. cans
	7/5-7/7	3 Day Sales Event	3	\$1 Softsoap® or Dial® Liquid Hand Soap
	7/5-7/7	3 Day Sales Event	4	\$3.95 Gain® Liquid Laundry Detergent
FAMILY DOLLAR	7/6-7/29	Everyday Value Book	3	\$1 Family Dollar Food Storage Containers or Bags
	7/6-7/29	Everyday Value Book	5	\$2 Family Wellness Wave Toothbrush
	7/6-7/29	Everyday Value Book	7	\$10 Select Summer Toys
TARGET	7/5-7/11	It's Baby Sale Time	10	Free \$10 Target GiftCard when you buy any two diaper packs (up & up™ giant-pack, Huggies Pull-Ups, or Luvs, The Honest Company or BabyGanics value-pack diapers)
kmart	7/5-7/11	Stock Up & Save	2	\$13 Fruit Of The Loom men's 8-pack crew neck t-shirts
	7/5-7/11	Stock Up & Save	4	Women's sandals starting at \$6.99
Walmart 	6/26-7/11	Spark your 4th	5	\$6.98 Snapple peach tea 12 pack
	6/26-7/11	Spark your 4th	6	\$2.88 fresh cherries
	6/26-7/11	Spark your 4th	7	\$3.34 Hershey's chocolate bars 6 pack
	6/26-7/11	Spark your 4th	11	\$19.97 Intex queen downy airbed
CVS/pharmacy	7/5-7/11	Weekly Ad	2	2/\$6 with card - Kashi cereal or bars
	7/5-7/11	Weekly Ad	3	2/\$2 with card - Wrigley's gum
Walgreens	7/5-7/11	Weekly Ad	2	2/\$5 or \$2.99 ea. with card on Ocean Spray Juice or Drink 3 for \$10 on 12-Pack Arizona Tea or Drink

UK WEEKLY PROMO AT A GLANCE

Retailer	Pages	Promotion Details
M&S <small>EST. 1884</small>	In-store and Online	50% off sun care
	In-store and Online	£30 (\$46) off selected wine and champagne
	Online	3 for 2 on all pillows
	In-store and Online	20% off school uniforms
	Online	M&S fragrance sets from £10 (\$15)
	In-store and Online	3 for 2 on selected stationary
DEBENHAMS	In-store and Online	50% off Nails Inc nail polish and accessories
	In-store and Online	50% off selected YSL fragrance
	In-store and Online	Bluezoo children's wear from £6 (\$9)
	In-store and Online	Red Herring suit trousers now from £15 (\$23)
	In-store and Online	Selected Roald Dahl books from £5 (\$8)
John Lewis	In-store and Online	French Connection dresses reduced to clear. Now from £96 (\$148)
	Online	Clinique skin care set now £20 (\$31)
	In-store and Online	Nike fitness watch reduced to clear. Now £90 (\$139)
HOUSE OF FRASER <small>SINCE 1849</small>	In-store and Online	Moschino handbags from £82 (\$126)
	Online	Free delivery for orders over £50 (\$76)
	In-store and Online	Delonghi kitchen accessories from £72 (\$111)
	In-store and Online	70% off selected bed linen
	In-store and Online	Men's Ted Baker tops from £22 (\$35)
	Online	£12 (\$18) off first online grocery shop
	In-store and Online	2 for 3 on savory picnic food
	In-store and Online	2 for £4 (\$6) on selected kids t-shirts
	In-store and Online	3 for 2 on selected sun care
	In-store and Online	Naked Coconut water now £2 (\$3)

UK WEEKLY PROMO AT A GLANCE

Retailer	Pages	Promotion Details
	In-store and Online	2 for £18 (\$28) on selected beer and lager
	In-store and Online	½ price summer dresses from £5 (\$7)
	In-store and Online	2 for £2 (\$3) promotion on selected fruit juice
	In-store and Online	2 for £9 (\$14) on selected packs of nappies
	Online	Free delivery after 2pm Monday – Thursday
	Online	Kitchen knives set £12.99 (\$20)
	In-store and Online	4 British steaks £1.99 (\$3)
	In-store and Online	Fresh peppers 49p (77c)
	In-store and Online	Men's work trousers £8.99 (\$14)
	In-store and Online	3 for 2 on selected Waitrose Essential cleaning products
	In-store and Online	3 for £10 (\$15) on all fish, meat and chicken
	In-store and Online	2 packs of Andrex toilet rolls for £7.50 (\$12)
	In-store and Online	Philadelphia cheese £1.50 (\$2.30)
	In-store and Online	3 for 2 Waitrose essential face wipes

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