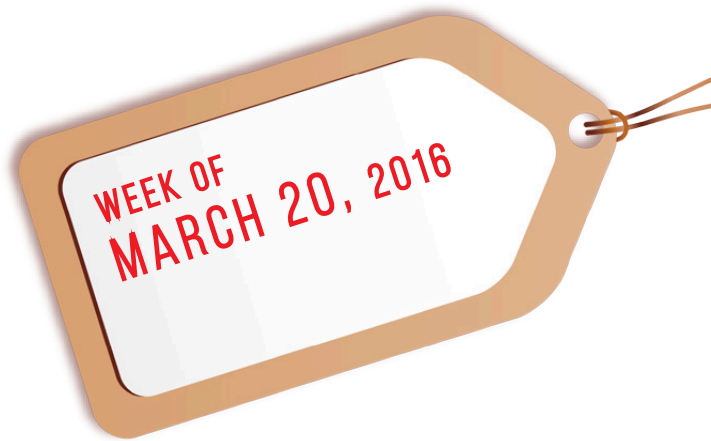


WEEKLY RETAIL PROMO UPDATE



WHAT'S INSIDE:

- Easter is March 27 and Kmart is starting to promote merchandise for the holiday.
- This week Macy's is promoting its Easter Sale. Discounts include 25%-50% off storewide, including holiday looks for the entire family.
- Target is getting ready for Easter by offering discounted special-edition chocolates and candies as well as decorations and holiday-related toys.



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US PROMO YOY HIGHLIGHTS WEEK OF MARCH 20, 2016

RETAILER	2016	2015
<p>LOOK WHAT'S NEW</p> <ul style="list-style-type: none"> Easter is March 27 and Kmart is starting to promote merchandise for the holiday. The retailer is offering special-edition chocolates and candies as well as toys and spring apparel for kids. This week last year Kmart focused on colorful apparel for juniors in time for the warm weather and offered 25% off girls' spring fashions. The retailer also offered discounted sandals and flats for girls as well as toys and soft drinks. 	 <p>23 pages</p>	 <p>N/A</p>
<p>SPRING SALE</p> <ul style="list-style-type: none"> This week Macy's is promoting its Easter Sale, similar to other retailers. Discounts include 25%–50% off storewide, including holiday looks for the entire family. Extra 20% off apply with a Macy's card or a Wow! Pass. This week last year Macy's promoted a Spring Home Sale. The retailer offered an extra 15% off select sale and clearance items, as well as \$10–\$40 Macy's Money rewards card with a purchase of \$50–\$200. 	 <p>20 pages</p>	 <p>N/A</p>
<p>FILL WITH FUN</p> <ul style="list-style-type: none"> Target is getting ready for Easter by offering discounted special-edition chocolates and candies as well as decorations and holiday-related toys. The retailer is also promoting fresh groceries and snacks. This week last year Target promoted its Shoe Sale and offered buy one, get one at 50% off. This year the retailer offered the same promotion a week earlier. 	 <p>44 pages</p>	 <p>N/A</p>

WEEKLY YOY PROMO COMPARISON WEEK OF MARCH 20, 2016

	2016	2015
RETAILER	PROMOTION	PROMOTION
bloomingdale's	<ul style="list-style-type: none"> Bloomie's Deal Reveal: Take an extra 15%, 20% or 25% off almost all sale and clearance items with code Men's Buy More, Save More: Take 20% off when you spend \$250–\$499.99, take 25% off when you spend \$500–\$999.99 and take 30% off when you spend \$1,000 or more on almost all regular-price, sale-price and clearance items Loyalists get a \$50 Reward Card for every \$200 you spend on select men's items Denim Days Offer: Take 15% off when you buy one item. Take 25% off when you buy two or more items of almost any regular-price denim 	<ul style="list-style-type: none"> Friends and Family: 25% off almost all items Friends and Family: 15% off electronics
JCPenney	<ul style="list-style-type: none"> Our Biggest Sale of the Season: 40% off dresses, 25% off men's Nike apparel, 30%–50% off dress shoes for her, up to 60% off fine jewelry In-Store Only: Extra 25% off already-reduced clearance Two-Day Sale: Extra 20% off select original, regular and sale prices and clearance styles 	<ul style="list-style-type: none"> Friends and Family Event: Extra 25% off original, sale and clearance-priced apparel, shoes, accessories, fine jewelry, home, furniture, mattresses and custom blinds and shades or 15% off watches, salon products, optical and portraits
KOHL'S	<ul style="list-style-type: none"> Customers take an extra 30%, 20% or 15% off when they use or open a Kohl's Charge card Two-Day Special: 50% off shoes and sandals for the family and women's and girls dresses Kids' and Juniors' Sale: \$10 off your purchase of \$30 or more Nike Sale: 25% off select styles 	<ul style="list-style-type: none"> Friends and Family Event: Take an extra 20% off in-store and online purchases \$10 off your women's apparel purchase of \$50 or more. Select styles \$10 off your women's dress and casual footwear, handbags, wallets, fashion accessories and fashion jewelry purchase of \$40 or more. Select styles
★ macy's	<ul style="list-style-type: none"> One-Day Sale: Extra 25% off clearance, 60% off bedding, 50% off women's activewear, 30% plus extra 15% off kitchen electronics Nike Sale: 25% off select styles The Great Shoe Sale: 30% off when you buy two or more women's pairs 	<ul style="list-style-type: none"> Home Sale: 30% off Keurig 2.0, plus a \$20 mail-in Macy's Gift Card; 50% off Black & Decker IR14V Iron, Stainless Steel Soleplate; \$39.99–\$429.99 Ninja BL740 Professional Blender with 2 Single Serving Cups; 30% + 10% off KitchenAid KSM150PS Artisan 5 Qt. Stand Mixer
<i>Saks Fifth Avenue</i>	<ul style="list-style-type: none"> Up to 60% off best of designer The Spring Home Sale: Up to 20% off. Online only Online Only: 10% off your purchase We've taken an additional 20% off select sale items Kids' Sale: Up to 25% off select styles 	<ul style="list-style-type: none"> 30% off on Melissa Shoes with coupon



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