




Div GK Edition Deadline	Ad Event Dates	Issue / Update / Action/Contact	Sign-off
Girls Dec Wk 3 Deadline: n/a	12/18/11	<p>a) Due to shipping, the legging set featured on page 16 in the <u>Red Hot Gift Sale</u> is not available.</p> <p>b) On page 3 in the <u>Red Hot Gift Sale</u>, it states that Guy Harvey is available in L/S tees but we do not carry L/S screens for girls.</p> <p>Contact: Margi Dawson X4285 margid@beallsinc.com</p>	
Home Dec Wk 3 Deadline: n/a		<p>November Pyrex Pride Contest Prizes: The winning stores from the November Pyrex Pride contest will be receiving their 14pc Pyrex sets this week via FedEx. Please ensure that these are raffled off to your associates, and NOT placed on the sales floor.</p> <p>*Stores receiving 2 sets: 57, 23, 68, 32, 82, 14, 34 *Stores receiving 1 set: 60, 6, 31, 71, 40, 1, 11</p> <p>Congratulations on your outstanding sell through percents!</p> <p>Contact: Amy Egnot aegnot@beallsinc.com</p>	
Acc Dec Wk 3 Deadline: 12/16/11		<p>Sun & Sand beach totes Bealls style# 493 in brown; lime; sky blue; fuchsia; yellow and orange were shipped to the stores with an incorrect retail of \$30.</p> <p>Action: Please re-ticket or <u>price apply</u> these items with a corrected retail of \$20 with out covering the barcode.</p> <p>UPC's are as followed.... MFG# CE5493A Brown = SKU# 94161183 UPC# 0651462089159 MFG# CE5493C Lime = SKU# 94161201 UPC# 0651462089173 MFG# CE5493B Sky Blue= SKU# 94161195 UPC# 0651462089166 MFG# CE5493D Fuchsia =SKU# 94161241 UPC# 0651462089180 MFG# CE5493E Yellow =SKU# 94161265 UPC# 0651462089197 MFG# CE5493F Orange =SKU# 94161278 UPC# 0651462089203</p> <p>Contact: Caroline Fox cfox@beallsinc.com; Aggie Algina akorzen@beallsinc.com</p>	

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Adv Dec Wk 3 Deadline:	Employee Discount and Spring Preview Passes	<p>Stores will receive the Employee Discount and Spring Preview passes via Bealls truck between 12/15 and 12/22.</p> <ul style="list-style-type: none"> • Please follow your grassroots plans for distributing • See MAPS for discount details • If you do not receive these by 12/22, email khighland@beallsinc.com <p>Contact: Kimberly Highland khighland@beallsinc.com</p>		
Store Ops Dec Wk 3 Deadline: n/a		<ol style="list-style-type: none"> PRIDE – MOST GIFT CARDS SOLD – WEEKS 3, 4, & 5 Winners for the remaining 3 weeks of this Pride Contest will be based on the <u>Total Value of GCs Sold</u> and <i>not</i> the number of cards sold. PRIDE – Semi Annual Intimate Sale 12/26-31/11 The Winners for this contest will be based on the Highest % Over Sales Goal. Please go to Click and Find for Goal information. PRIDE – <u>Seasonal Gourmet Sell – Thru</u> The start date has been set to encompass the HOME Divisions complete Seasonal Period - beginning August 1 – December 24, 2011 . <p>Contact: Susan Savard-Powell ssavard@beallsinc.com</p>		
Attachments Dec Wk 3 Deadline: n/a		<p>Attachments:</p> <ol style="list-style-type: none"> 1. Red Hot Deals: 12/15 – 12/21/11 2. Battle Of The Brands: Updated on Facts & Stats (not attached) 3. Benefits: Bealls Stock Fund Quarterly Reminder (please post in breakroom) 4. Benefits: Bealls Stock Fund Transfer Request (please post in breakroom and provide copies to employees upon request) 		

Red Hot Deal Request Form

All

12/15-12/21

Position prominently: in aisle preferred.
Sign at the RHD price point.

Div	Item	Cost	Ticket Retail	std sell thru %	Units on hand	Proposed Red Hot Deal Price	Comments (presentation request)
Acc	\$50 FOOTNOTES STERLING BOXED	\$9.75	\$50.00	41%	15730	\$14.99	round table
Acc	\$50 SILVER PLATED BOXED	\$9.10	\$50.00	28%	12056	\$14.99	round table
Acc	\$70 SILVER PLATED BOXED	\$14.00	\$70.00	18%	12619	\$19.99	round table
Acc	LOLITA BOXED GIFTS	\$7.50	\$25.00	24%	10447	\$9.99	NA at 9.99 for 2 weeks is working, would like to move back in aisle
Kids	Happy Nappers play pillow	\$12.00	\$40.00	24%	2934	\$9.99	vendor provided display
Kids	Barbie & Disney Princess dolls	\$9.50	25-35	25%	11000	\$9.99	On bookcase
Kids	Webkinz	\$7.00	\$16.00	16%	15740	\$10.99	
Int	Co. Ellen Trracy Folded Giftable PJ Sets	\$14.50	\$52.00	30%	3122	\$19.99	folded
Int	Karen Neuburger Folded Giftable Sleepshirts	\$11.50	\$44.00	29%	2902	\$19.99	folded - merchandise w/ Co. Ellen Folded
Int	Bay Studio Printed Flannel PJ Sets	9.50-9.75	\$38.00	38%	5526	\$14.99	Hanging
Missy	Coral Bay Christmas Tees	\$7.71	\$32.00	76%	11845	\$9.99	high profile area - impulse item
Petites	Coral Bay Christmas Tee	\$7.00	30-32	63%	9279	\$9.99	hanging
Petites	Caribbean Joe Christmas Tee	\$9.50	\$28.00	24%	3346	\$9.99	hanging
Womans	Christmas Tees Caribbean Joe and Coral Bay	\$9.15	\$33.00	67%	10700	\$10.99	high profile area - impulse item
Womans	Christmas tees Caribbean Joe Misses	\$8.74	\$28.00	29%	6528	\$9.99	high profile area - impulse item
Mens	Emerson Coin Bank	\$3.00	\$15.00	53%	9400	4.99	
Mens	Memory Foam Slipper	\$5.00	\$20.00	41%	18645	7.99	
Shoes	Mootsies Tootsies- ALVES	\$10.00	\$60.00	52%	906	19.99	mass out on table
Shoes	Bay Studio- SYRACUSE	\$12.95	\$60.00	62%	1248	19.99	mass out on table
Shoes	Bay Studio- SHAYNA	\$12.85	\$70.00	71%	1840	19.99	mass out on table
Shoes	Bay Studio- ALEXA	\$17.55	\$80.00	36%	2570	19.99	mass out on table
Shoes	Nue Option- Emily	\$14.70	\$60.00	45%	976	19.99	mass out on table
Shoes	Aigner - Bowser	\$12.25	\$60.00	45%	1441	19.99	mass out on table
Shoes	WURL- Farley(all 3 colors)	\$12.50	\$60.00	37%	3113	19.99	mass out on table
Shoes	19.99 Boots (total above)			49%	12094	19.99	mass out on table
Home	Reactive Glazed and Jade Figurine Votives	\$6.17	\$24.99	48%	4182	\$9.99	Gondola
Home	Holiday Waterglobes	\$7.25	\$29.99	40%	2056	\$9.99	Gondola
Home	Prinz Recordable Frames and Albums	\$7.20	\$29.99	22%	6842	\$9.99	
Home	New View Holiday Candles	\$3.00	\$12.99	54%	4986	\$4.99	
Home	Boxed Christmas Cards	\$3.00	\$7.99	68%	20593	\$4.99	Vendor PDQ boxes in aisle



QUARTERLY REMINDER for those invested in the **BEALL'S STOCK FUND*** in the **401(k) BEST Plan**:

This quarter's **DEADLINE to request a transfer from** your *existing* **BEALL'S STOCK FUND** balance in the **401(k) BEST Plan**, to other investment options in the BEST Plan: **DECEMBER 29, 2011 4 PM ET.**

If you wish to transfer amounts from the Beall's Stock Fund portion of your 401(k) Best Plan account to any of the other investment options offered in the Plan, and you want this transfer to occur at the end of this calendar quarter (i.e. based on the 12/30/11 stock price), you must complete and return the attached **Beall's Stock Fund Transfer Request form** to Christine Hayashi (BEST Plan Administration), **no later than 4:00 p.m. ET on Thursday, December 29, 2011.**

Requests received after this deadline will not be processed until after the end of the next calendar quarter (i.e. if your form is received on December 30, 2011, your transfer will be processed using the March 30, 2012 stock price.)

The transfer request form is attached for your convenience. You may also obtain a form when you access your 401(k) account online at: www.wellsfargo.com/401k.

You may fax your completed form to Chris at (941) 708-4332 and feel free to call (941) 744-4237 with any questions.

Thanks!
Chris

** The Beall's Stock Fund in the BEST Plan was closed to new contributions 1/1/09.*

P.S. Be sure to log into our **Employee Self Service** portal (go to www.beallsinc.com and click on Employee Self Service) where you will securely access your personal, employment, payroll, and benefit information. In addition, you can link to your 401(k) account at Wells Fargo, use a calculator where you can model YOUR 401(k) payroll contributions, and much more!). **First time Lawson Login:** User Name: your 6 digit Employee #, then click on New/Reset Password button to create your own password. Don't forget to enter the slashes when entering your date of birth.

Christine Hayashi | Compensation and Retirement Plan Manager | Beall's, Inc.

700 13th Ave E | Bradenton, FL 34208 | ☎ 941.744.4237 | 📠 941.708.4332 | ✉ chayashi@beallsinc.com

Wednesday, December 14, 2011

**401(k) BEST PLAN
BEALL'S STOCK FUND TRANSFER REQUEST**

Print Name: _____ **Social Security #** _____

Use this form only to **request transfers of amounts from your Beall's Stock Fund balance** into other investment funds offered by the 401(k) BEST Plan. For all other transfer requests, and to change how your ongoing 401(k) contributions are invested, call **Wells Fargo at 800-377-9188** or access your account online at www.wellsfargo.com/401k.

Note: Transfer requests received in good order by the BEST Plan Administration by 4:00 p.m. ET on the business day *prior* to the last business day of the calendar quarter, will be processed as soon as administratively possible after the end of the quarter, *and will be based on the stock value as of the quarter just ended.* Requests received after the deadline, will not be processed until after the end of the next following calendar quarter.

TRANSFER REQUEST:

A. TRANSFER (enter \$ amount or whole %) _____ FROM the BEALL'S STOCK FUND to the fund(s) indicated below.

- a. If you wish to transfer your entire Beall's Stock Fund balance, enter 100% rather than an amount.
- b. If you enter a dollar amount above and your balance in the Beall's Stock Fund, after the new stock valuation, is less than the amount you requested, your entire balance in the Beall's Stock Fund will be transferred and will be prorated to the fund(s) you selected below.

B. Enter portion of above amount you want invested in the funds listed below:




Enter \$ Amount or %	NAME OF FUND
	Wells Fargo Stable Return Fund
	Vanguard Total Bond Market Index Signal Fund
	Vanguard Inflation-Protected Securities Fund
	Dodge & Cox Balanced Fund
	Invesco Real Estate Fund
	T. Rowe Price Institutional Large-Cap Value Fund
	Wells Fargo Enhanced Stock Market Fund
	BlackRock Capital Appreciation (Instl)
	Wells Fargo S&P MidCap Index Fund
	American Funds EuroPacific Growth Fund
	Lord Abbett Small Cap Value Fund
	WELLS FARGO ADVANTAGE DOW JONES TARGET FUNDS:
	Today Fund (may be appropriate for those with date of birth 1940 and earlier)
	2010 Fund (may be appropriate for those with date of birth 1941 to 1949)
	2020 Fund (may be appropriate for those with date of birth 1950 to 1959)
	2030 Fund (may be appropriate for those with date of birth 1960 to 1969)
	2040 Fund (may be appropriate for those with date of birth 1970 to 1979)
	2050 Fund (may be appropriate for those with date of birth 1980 and later)
	TOTAL - Must equal amount or percentage entered in "A" above

Participant's Signature _____ **Date** _____

Plan Administrator's Signature _____ **Date** _____

Mail form to: Beall's, Inc. **OR** **FAX form to:** (941) 708-4332
 Attn: Christine Hayashi - ERB **E-Mail to:** chayashi@beallsinc.com
 700 13th Ave. East
 Bradenton, FL 34208

WMG – Weekly Merchandising Guidelines - FY12 Dec Week 3

Brand or classification	Action OR F.Y.I.	Picture	Sign-off
Accessories			
Laurel Burch	Laurel Burch beach bags, scarves & t-shirts: <i>please merchandise together on handbag table in the fabric handbag zone.</i>		
Baby			
Zone 3 & 5 Newborn Boy & Newborn Girl	<p>Stores are now receiving the <u>new Sunshine Baby apparel and gifts.</u></p> <p>The apparel -</p> <ul style="list-style-type: none"> • Every style is available in 3 to 24 months • All are machine washable and are knit to knit fabrication • Florida bright colors and motifs • Playwear body styles: Rompers, shortalls, creeper shortsets, Capri sets, sundresses and Tutu sets. • Reg. range on apparel \$22-\$24.00 <div style="display: flex; justify-content: space-around;">   </div> <p>The gifts -</p> <ul style="list-style-type: none"> • Boys and Girls versions of hats, boxed-sock sets, "Going to Grandma"- suitcase, boxed-layette gift set, bib set, gator & flamingo plush, Snuggie gator and flamingo, neck rest, banks, memory photo album & 1st year frame. • Reg. \$10.00-\$26.00 <p><i>Merchandise presentation: please merchandise boy and girl separately and place the gift assortment as a bridge between the genders.</i></p>		



MENS

IZOD

The following stores will be receiving Izod's new red label brand in solid piques - 3,4,6,7,12,13,17,18,20,21,23,24,25,27,28,29,30,31,32,33,35,36,37,38,39,40,42,43, 44,45,46,48,51,52,53,57,58,60,63,66,67,68,70,71,73,74,75,76,78,79,82,84,98,99, 732, 739,747

- Please hold these off your floor until the old "blue label" piques are marked down on 1/3.






Paradise Shores Christmas

Please add the two Christmas screen tees and the woven from Paradise Shores shown below to the Windham Pointe Christmas in the aisle at 60% off. These will PLU along with the aisle event beginning 12/15.



new graphics from advertising...

<p>Jessica Simpson Poster</p>	<p>Stores 24, 37, 51, 53, 57, 67 and 98 will receive the 22x28 Jessica Simpson poster via store truck between 12/15-12/22.</p> <ul style="list-style-type: none"> • Use this on the “New at Bealls” banner placed next to the Jessica Simpson handbags. • If you do not receive these by 12/22, please email khighland@beallsinc.com 		
<p>Click and Find Fitting room signs</p>	<p>All stores will receive Click&Find fitting room signs via Bealls truck between 12/15–12/22</p> <ul style="list-style-type: none"> • Use these in place of the alterations signs in your fitting room complexes • Use plexi wall-mount signholder • If you do not receive these by 12/22, please email khighland@beallsinc.com 		
<p>Gift Dollars</p>	<p>All stores will receive Gift Dollar cards and Give&Get signage via UPS by 12/19</p> <ul style="list-style-type: none"> • Please use these instead of the current Holiday Give&Get signage from 12/20 - 12/24 • If you do not receive these by 12/19, please email khighlang@beallsinc.com 		

Please initial to confirm you have read the WMG –

Name	Initial	Name	Initial
Store Manager		Visual Merchandiser	
Operations Manager		Visual Merchandiser	
Merchandise Manager		Merchandise Handler	
Area Manager		Merchandise Handler	
Area Manager		Merchandise Handler	
Area Manager		Merchandise Handler	
Area Manager		Merchandise Handler	
Visual Merchandiser			