

December – Week 18

Celebrate the Season Sale (FIN33 A/B)

Sunday, November 27th – Tuesday, November 29th

PLU 11/27-11/29

2 Day Bonus Buys 11/27-11/28

- ◆ 20 page Tab:
 - **Cover:** Nue Options Apparel, Diamond Sterling Silver Jewelry
 - **Back Cover:** Trim-a-Home, Holiday table linens, rugs, towels, dinnerware/serveware
- ◆ **Earn Bealls Bucks with the purchase of a Keurig Elite Brewer (reg. 159.99) 11/27-12/6:**
 - Earn \$25 in Bealls Bucks with the purchase of a Keurig Elite Brewer (reg. 159.99)
 - Bealls Bucks given on purchases made 11/27-12/6
 - Bealls Bucks can be redeemed 12/7-12/8
 - Not valid on prior purchases or on the purchase of gift cards
 - No exclusions
 - Offer not available on BeallsFlorida.com or by phone
 - Bealls employees are not eligible
 - **Bealls Bucks redemption cannot be combined with any other discounts or coupon offers**
 - Use Bealls Bucks toppers and 22 x 28 posters
- ◆ **Earn Bealls Bucks 11/29-12/6:**
 - Earn \$10 in Bealls Bucks with every \$50 spend. Spend \$100 and receive \$20 in Bealls Bucks. Spend \$150 and receive \$30 in Bealls Bucks.
 - Bealls Bucks given on purchases made 11/29-12/6
 - Bealls Bucks can be redeemed 12/7-12/8
 - Not valid on prior purchases or on the purchase of gift cards
 - No exclusions
 - Maximum of \$120 Bealls Bucks awarded per customer in one transaction
 - Offer not available on BeallsFlorida.com or by phone
 - Bealls employees are not eligible
 - **Bealls Bucks redemption cannot be combined with any other discounts or coupon offers**
 - Use Bealls Bucks toppers and 22 x 28 posters
- ◆ Senior Days: Tuesday, November 29th
 - Employees are not eligible
 - All stores participate
 - Use Senior Days toppers and greeter poster
- ◆ Cyber Monday 11/28
 - 25% off orders \$50 or more
 - FREE shipping on orders \$25 or more
- ◆ TV (Celebrate the Season): 11/27-11/29
- ◆ TV (New Balance Branding): 11/30-12/2
- ◆ Extended Store Hours:
 - Sunday 11/27: 9:00am-8:00pm

December – Week 18

Holiday Coupon DM (HCDM1)

In Home: November 26th – November 29th

- ◆ 20% off \geq \$100 or 15% off $<$ \$100 VIP coupon in Holiday Coupon DM valid 11/30-12/3:
 - Employees are eligible
 - Valid on BeallsFlorida.com w/ codes **VIPGIFT**
 - Coupon cannot be combined with any other coupon, discount or Bealls Bucks
 - Coupon featured in Direct Mail only
- ◆ \$10 off \$30 coupon in Holiday Coupon DM valid 12/9-12/10:
 - Employees are eligible
 - Valid on BeallsFlorida.com w/ code **10FORU**
 - Coupon cannot be combined with any other coupon, discount or Bealls Bucks
 - Coupon featured in Direct Mail Only
- ◆ 15% off Pick Your Day coupon in Holiday Coupon DM valid 12/11-12/24:
 - Employees are eligible
 - Valid on BeallsFlorida.com w/ code **PICK15**
 - Coupon cannot be combined with any other coupon, discount or Bealls Bucks
 - Coupon featured in Direct Mail only

December – Week 18

One Day Sale – Save 50% (FIN34)

Wednesday, November 30th Only

PLU 11/30

- ◆ 2 page BS:
 - **Cover:** Nue Options, Trim-a-Home, Coral Bay Christmas Tees, Jr Velour, Reel Legends, Boots, Toys, Handbags
 - **Back Cover:** Storewide
- ◆ Extended Store Hours:
 - Wednesday 11/30: 8:00am-10:00pm

December – Week 18

2 Day Sale with 15% off Savings Pass (FIN35)

Friday, December 2nd – Saturday, December 3rd

PLU 12/1-12/3

- ◆ 6 page BS:
 - **Cover:** Home
 - **Back Cover:** Misses
- ◆ 15% off Savings Pass in 2 Day Sale insert valid 12/2-12/3:
 - Employees are eligible
 - Valid on BeallsFlorida.com w/ code **15GIFT**
 - Coupon cannot be combined with any other coupon, discount or Bealls Bucks
 - Coupon featured in email and available to print online
- ◆ TV: 11/30-12/2
- ◆ Radio: 12/1-12/3
- ◆ Online 11/30-12/2
- ◆ Extended Store Hours:
 - Friday 12/2: 8:00am-10:00pm
 - Saturday 12/3: 8:00am-10:00pm

December – Week 19

Christmas in Paradise Sale (FIN36)

Sunday, December 4th – Wednesday, December 7th

PLU 12/4-12/7

- ◆ 20 page Otab:
 - **Cover:** Golf Apparel for Ladies & Men
 - **Back Cover:** Guy Harvey for the Family
- ◆ \$10 off \$50/\$15 off \$75/\$20 off \$100 coupon in Christmas in Paradise insert valid 12/4-12/5:
 - Employees are eligible
 - Valid on BeallsFlorida.com w/ code **SEASON**
 - Coupon cannot be combined with any other coupon, discount or Bealls Bucks
 - Coupon featured in email and available to print online
- ◆ Extended Store Hours:
 - Sunday 12/4: 9:00am-8:00pm
 - Monday 12/5: 8:00am-10:00pm

December – Week 19

Entire Stock Sale (FIN37)

Tuesday, December 6th – Wednesday, December 7th

PLU 12/6-12/7

- ◆ 4 page BS:
 - **Cover:** Dresses for Ladies, Jrs, Girls; Sleepwear & Slippers for the Family; Boots
 - **Back Cover:** Toys, Home
- ◆ Senior Days: Tuesday, December 6th
 - Employees are not eligible
 - All stores participate
 - Use Senior Days toppers and greeter poster
- ◆ TV: 12/5-12/7
- ◆ Extended Hours:
 - Tuesday 12/6: 8:00am-10:00pm
 - Wednesday 12/7: 8:00am-10:00pm
- ◆ Beginning **12/6 through 12/13** all customers will receive a 15% Savings Pass valid for 12/14-12/15! There is no threshold for earning this coupon – all customers get it! This will print automatically along with the regular Beall's Bucks (where they overlap). The 15% off savings pass will be valid for redemption **12/14 and 12/15** and can be combined with other coupons! We haven't run combinable discounts in a while, so please remind your staff that if two coupons or discounts exist, the dollar off coupon should be scanned first, then the % off discount.
 - Employees are not eligible
- ◆ An email coupon will be sent to our loyal customers tomorrow for 15% off valid **12/7 and 12/8**. There are no exclusions on this coupon and it can be combined with Beall's Bucks as well.
 - Employees are eligible

December – Week 19

Big Deal Sale (FIN38)

Thursday, December 8th – Saturday, December 10th

PLU 12/8-12/10

Beall Ringers PLU 12/8-12/10

- ◆ 8 page BS:
 - **Cover:** Storewide
 - **Back Cover:** Toys, Home
- ◆ 15% off Additional Employee Discount Day 12/10:
 - No Exclusions
 - Associates need to manually hit the transaction button when employee ID is presented
- ◆ \$10 off \$30 coupon in Holiday Coupon DM valid 12/9-12/10:
 - Employees are eligible
 - Valid on BeallsFlorida.com w/ code **10FORU**
 - Coupon cannot be combined with any other coupon, discount or Bealls Bucks
 - Coupon featured in Direct Mail only
- ◆ \$10 off \$25 coupon in Big Deal Sale insert valid 12/9 **6am-1pm (will ring until 2pm):**
 - Employees are eligible
 - Not valid on BeallsFlorida.com
 - Coupon cannot be combined with any other coupon, discount or Bealls Bucks
 - Coupon available to print online
- ◆ \$10 off \$25 coupon in Big Deal Sale insert valid 12/10 **6am-1pm (will ring until 2pm):**
 - Employees are eligible
 - Not valid on BeallsFlorida.com
 - Coupon cannot be combined with any other coupon, discount or Bealls Bucks
 - Coupon available to print online
- ◆ **Earn Bealls Bucks 12/9-12/17:**
 - Earn \$10 in Bealls Bucks with every \$50 spend. Spend \$100 and receive \$20 in Bealls Bucks. Spend \$150 and receive \$30 in Bealls Bucks.
 - Bealls Bucks given on purchases made 12/9-12/17
 - Bealls Bucks can be redeemed 12/18-12/19
 - Not valid on prior purchases or on the purchase of gift cards
 - No exclusions
 - Maximum of \$120 Bealls Bucks awarded per customer in one transaction
 - Offer not available on BeallsFlorida.com or by phone
 - Bealls employees are not eligible
 - **Bealls Bucks redemption cannot be combined with any other discounts or coupon offers**
 - Use Bealls Bucks toppers and 22 x 28 posters
- ◆ TV: 12/7-12/9
- ◆ Radio: 12/8-12/10
- ◆ Online: 12/7-12/9
- ◆ Extended Hours:
 - Thursday 12/8: 8:00am-10:00pm
 - Friday 12/9: 6:00am-11:00pm
 - Saturday 12/10: 6:00am-11:00pm

December – Week 20

Sparkle Sale (FIN39A/B)

Sunday, December 11th – Wednesday, December 14th

PLU 12/11-12/14

2 Day Bonus Buys: 12/11-12/12

- ◆ 20 page Otab:
 - **Cover:** Jewelry
 - **Back Cover:** Guy Harvey for Men
- ◆ 15% off no min Pick Your Day coupon in Holiday Coupon DM valid 12/11-12/24:
 - Employees are eligible
 - Valid on BeallsFlorida.com w/ code **PICK15**
 - Coupon cannot be combined with any other coupon, discount or Bealls Bucks
 - Coupon featured in Direct Mail only
- ◆ Extended Hours:
 - Sunday 12/11: 9:00am-10:00pm
 - Monday 12/12: 8:00am-11:00pm

December – Week 20

2 Day Mega Sale (FIN40)

Tuesday, December 13th – Wednesday, December 14th

PLU 12/13-12/14

- ◆ 4 page BS:
 - **Cover:** Toys, Trim-a-Home, Men's apparel, Crocs, Gourmet food, CJoe, Salt Life for YM
 - **Back Cover:** Home
- ◆ Senior Days: Tuesday, December 13th
 - Employees are not eligible
 - All stores participate
 - Use Senior Days toppers and greeter poster
- ◆ Take an extra 30% off Clearance **7am-1pm ONLY (will ring until 2pm)**
- ◆ TV: 12/11-12/14
- ◆ Extended Hours:
 - Tuesday 12/13: 7:00am-11:00pm
 - Wednesday 12/14: 8:00am-11:00pm

December – Week 20

\$10 off \$30 Post It Note

Tuesday, December 13th

- ◆ \$10 off \$30 Post-It Note valid 12/14-12/17:
 - Employees are eligible
 - Valid on BeallsFlorida.com w/ code **SAVENOW**
 - Coupon cannot be combined with any other coupon, discount or Bealls Bucks

December – Week 20

Big Weekend Sale (FIN41)

Friday, December 16th – Saturday, December 17th

PLU 12/15-12/17

- ◆ 6 page BS:
 - **Cover:** Sleepwear for the Family, Sterling Silver Jewelry, Trim-a-Home
 - **Back Cover:** Misses, Men's, Men's Gifts, Kids, Shoes
- ◆ \$10 off \$50/\$15 off \$75/\$20 off \$100 coupon in Big Weekend Sale valid 12/16-12/17:
 - Employees are eligible
 - Valid on BeallsFlorida.com w/ code **SHOPNOW**
 - Coupon cannot be combined with any other coupon, discount or Bealls Bucks
 - Coupon featured in email and available to print online
- ◆ Take an extra 30% off Clearance 12/16-12/17
- ◆ TV: 12/14-12/16
- ◆ Radio: 12/15-12/17
- ◆ Online: 12/14-12/16
- ◆ Extended Store Hours:
 - Thursday 12/15: 8:00am-11:00pm
 - Friday 12/16: 7:00am-11:00pm
 - Saturday 12/17: 7:00am-11:00pm

December – Week 21

The Red Hot Gift Sale (FIN42)

Sunday, December 18th – Saturday, December 24th

PLU 12/18-12/24

- ◆ 20 page Tab:
 - **Cover:**
 - **Back Cover:**
- ◆ \$10 off \$50 coupon in Red Hot Gift Sale valid 12/18-12/19:
 - Employees are eligible
 - Valid on BeallsFlorida.com w/ code **LAST10**
 - Coupon cannot be combined with any other coupon, discount or Bealls Bucks
 - Coupon featured in email and available to print online
- ◆ Senior Days: Tuesday, December 20th
 - Employees are not eligible
 - All stores participate
 - Use Senior Days toppers and greeter poster
- ◆ **Earn Bealls Bucks 12/20-12/27:**
 - Earn \$10 in Bealls Bucks with every \$50 spend. Spend \$100 and receive \$20 in Bealls Bucks. Spend \$150 and receive \$30 in Bealls Bucks.
 - Bealls Bucks given on purchases made 12/20-12/27
 - Bealls Bucks can be redeemed 12/28-12/31
 - Not valid on prior purchases or on the purchase of gift cards
 - No exclusions
 - Maximum of \$120 Bealls Bucks awarded per customer in one transaction
 - Offer not available on BeallsFlorida.com or by phone
 - Bealls employees are not eligible
 - **Bealls Bucks redemption cannot be combined with any other discounts or coupon offers**
 - Use Bealls Bucks toppers, flanking banners and 22 x 28 posters
- ◆ TV: 12/18-12/19
- ◆ Extended Store Hours:
 - Sunday 12/18: 8:00am-11:00pm
 - Monday 12/19: 7:00am-11:00pm
 - Tuesday 12/20: 7:00am-11:00pm

December – Week 21

Midnight Madness (FIN43)

Wednesday, December 21st – Saturday, December 24th

PLU 12/20-12/24

Beall Ringers 12/22: 12am-6am (will ring until 7am)

Beall Ringers 12/23: 12am-6am (will ring until 7am)

- ◆ 4 page BS:
 - **Cover:**
 - **Back Cover:**
- ◆ \$5 off \$25 coupon in Midnight Madness Sale valid 12/21-12/24:
 - Employees are eligible
 - Valid on BeallsFlorida.com w/ code **LASTGIFTS**
 - Coupon cannot be combined with any other coupon, discount or Bealls Bucks
 - Coupon featured in email and available to print online
- ◆ \$10 off \$50 coupon in Midnight Madness Sale valid 12/21-12/24:
 - Employees are eligible
 - Valid on BeallsFlorida.com w/ code **LASTGIFTS**
 - Coupon cannot be combined with any other coupon, discount or Bealls Bucks
 - Coupon featured in email and available to print online
- ◆ \$20 off \$100 coupon in Midnight Madness Sale valid 12/21-12/24:
 - Employees are eligible
 - Valid on BeallsFlorida.com w/ code **LASTGIFTS**
 - Coupon cannot be combined with any other coupon, discount or Bealls Bucks
 - Coupon featured in email and available to print online
- ◆ \$30 off \$150 coupon in Midnight Madness Sale valid 12/21-12/24:
 - Employees are eligible
 - Valid on BeallsFlorida.com w/ code **LASTGIFTS**
 - Coupon cannot be combined with any other coupon, discount or Bealls Bucks
 - Coupon featured in email and available to print online
- ◆ TV: 12/21-12/24
- ◆ Radio: 12/22-12/24
- ◆ Online: 12/21-12/23
- ◆ Extended Store Hours:
 - Wednesday 12/21: 7:00am-no close time
 - Thursday 12/22: open all day
 - Friday 12/23: no open time-11:00pm
 - Saturday 12/24: 6:00am-7:00pm
- ◆ WEDNESDAY Midnight Madness Scratch Off Card:
 - Offering at every Bealls store
 - Hand out midnight on Wednesday night, December 21st
 - First 100 people in line at designated line-up area at each Bealls store receives a scratch-off card (every card is a winner):
 - 1 winner of an iPod Touch per store
 - 1 winner of a \$100 Bealls Gift Card per store
 - 2 winners of a \$50 Bealls Gift Card per store
 - 96 winners of a \$5 Bealls Gift Card per store

December FY12 MAPS - Updated 12/5/2011 5:30:13 PM

- ◆ THURSDAY Midnight Madness Scratch-off Card:
 - Offering at every Bealls store
 - Hand out midnight on Thursday night, December 22nd
 - First 100 people in line at designated line-up area at each Bealls store receives a scratch-off card (every card is a winner):
 - 1 winner of a Kindle Fire per store
 - 1 winner of a \$100 Bealls Gift Card per store
 - 2 winners of a \$50 Bealls Gift Card per store
 - 96 winners of a \$5 Bealls Gift Card per store

December – Week 22

Intimate Direct Mail (INT19)

Thursday, December 22nd – Saturday, December 31st

PLU 12/24-12/31

In Home: 12/22

December – Week 22

After Christmas Sale (FIN44A/B)

Sunday, December 25th – Wednesday, December 28th

PLU 12/24-12/28

Beall Ringers: PLU Saturday 12/24 4pm - Monday 12/26 1pm (will ring until 2pm)

- ◆ 4 page BS:
 - **Cover:** 70% off Seasonal merchandise, Toys, Outerwear, Boxed Gifts
 - **Back Cover:** Home, Shoes, Handbags, Jewelry, Misses, YM hoodies, kids sleepwear
- ◆ Take an extra 40% off Clearance One Day Only! 12/26
- ◆ Earn PLCC Double Reward Points 12/26-12/28
- ◆ Extended Hours:
 - Monday 12/26: 6:00am-9:00pm

December – Week 22

\$10 off \$25 Post It Note

Sunday, December 25th

- ◆ \$10 off \$25 Post-It Note valid 12/26:
 - Employees are eligible
 - Valid on BeallsFlorida.com w/ code **EXTRA10**
 - Coupon cannot be combined with any other coupon, discount or Bealls Bucks

December – Week 22

Resort Report (FIN45)

Tuesday, December 27th – Wednesday, January 4th

PLU 12/27-1/4

- ◆ 12 page Minitab:
 - **Cover:** Caribbean Joe for Misses
 - **Back Cover:** Intimate
- ◆ Senior Days: Tuesday, December 27th
 - Employees are not eligible
 - All stores participate
 - Use Senior Days toppers and greeter poster

December – Week 22

2 Day New Year's Sale

Friday, December 30th – Saturday, December 31st

PLU 12/29-12/31

- ◆ 2 page BS:
 - **Cover:**
 - **Back Cover:**
- ◆ \$10 off \$25 coupon in 2 Day New Year's Sale valid 12/30-12/31:
 - Employees are eligible
 - Valid on BeallsFlorida.com w/ code **NEW10**
 - Coupon cannot be combined with any other coupon, discount or Bealls Bucks
 - Coupon featured in email and available to print online
- ◆ Extended Hours:
 - Saturday 12/31: 9am-7pm

December FY12 MAPS - Updated 12/5/2011 5:30:13 PM

Unadvertised events:

Event#	Name	Start	End
SFT94	MS-GV/HERITAGE	11/30/11	12/21/11
SFT95	MS-EMERG./BALANCED	11/30/11	12/21/11
AI279	AISLE-SEAS.OF SAVING	12/01/11	12/07/11
CAN54	DEC CANDLE OF MONTH	12/01/11	12/31/11
GHR29	DEC GUY H/REEL LEG.	12/01/11	12/31/11
JOCK4	25% JOCKEY HOLIDAY	12/01/11	1/01/12
KEU09	KEURIG ONLINE ONLY	12/01/11	12/31/11
RHD04	RED HOT DEALS ONLINE	12/01/11	12/31/11
AI280	AISLE-SPARKLE SALE	12/08/11	12/14/11
HAN20	25% LADIES HANES	12/14/11	12/19/11
AI281	AISLE-XMAS SAVINGS	12/15/11	12/28/11
SFT96	MS-HERITAGE	12/21/11	1/04/12
SFT97	MS-EMERG./BALANCED	12/21/11	1/04/12
INT20	SEMI-ANN INT ONLINE	12/24/11	12/31/11
GLD13	25% LADIES GOLD TOE	12/26/11	1/01/12
GLD17	MEN'S GOLD TOE SOCKS	12/26/11	1/01/12
HAN21	25% LADIES HANES	12/26/11	12/31/11
AI282	AISLE-NEW YEAR'S	12/29/11	1/11/12

December FY12 MAPS - Updated 12/5/2011 5:30:13 PM

DISCOUNT/COUPON	Valid Dates	Posted Online	Sent via Email	Valid Online (Code)	Valid on Click&Find
20% off > \$100 or 15% off < \$00 VIP Coupon in Holiday Coupon DM	11/30-12/3	No	No	VIPGIFT	No
15% off Savings Pass in 2 Day Sale	12/2-12/3	Yes	Yes	15GIFT	No
\$10 off \$50/\$15 off \$75/\$20 off \$100 coupon in Christmas in Paradise Sale	12/4-12/5	Yes	Yes	SEASON	No
\$10 off \$30 coupon in Holiday Coupon DM	12/9-12/10	No	No	10FORU	No
\$10 off \$25 coupon in Big Deal Sale	12/9 6am-1pm	Yes	No	Not Valid	No
\$10 off \$25 coupon in Big Deal Sale	12/10 6am-1pm	Yes	No	Not Valid	No
15% off Pick Your Day coupon in Holiday Coupon DM	12/11-12/24	No	No	PICK15	No
\$10 off \$30 Post-It	12/14-12/17	No	No	SAVENOW	No
\$10 off \$50/\$15 off \$75/\$20 off \$100 coupon in Big Weekend Sale	12/16-12/17	Yes	Yes	SHOPNOW	No
\$10 off \$50 coupon in Red Hot Gift Sale	12/18-12/19	Yes	Yes	LAST10	No
\$5 off \$25 coupon in Last Minute Great Gift Sale	12/21-12/24	Yes	Yes	LASTGIFTS	No
\$10 off \$50 coupon in Last Minute Great Gift Sale	12/21-12/24	Yes	Yes	LASTGIFTS	No
\$20 off \$100 coupon in Last Minute Great Gift Sale	12/21-12/24	Yes	Yes	LASTGIFTS	No
\$30 off \$150 coupon in Last Minute Great Gift Sale	12/21-12/24	Yes	Yes	LASTGIFTS	No
\$10 off \$25 Post-It	12/26	No	No	EXTRA10	No
\$10 off \$25 coupon in 2 Day New Year's Sale	12/30-12/31	Yes	Yes	NEW10	No
ONLINE EXCLUSIVE OFFERS					
Free shipping on \$50+	11/23-11/27	Yes	Yes	No Code Needed	No
10% off \$25+	11/26-11/27			10MORE	
Cyber Monday - 25% off \$50+	11/28	No	No	MYNOTE	No
Cyber Monday - 25% off \$50+	11/28	Yes	Yes	CYBERDAY	No
Cyber Monday - Free Shipping on \$25+	11/28-11/29	Yes	Yes	No Code Needed	No
Holiday - \$10 off on \$50+	11/30-12/30	Yes	Yes	WISH10	No
Free shipping \$75+	11/30-12/3	Yes	Yes	No Code Needed	No
\$4 Flat Rate Shipping	12/4 -12/5	Yes	Yes	No Code Needed	No
Free shipping on \$75+	12/6-12/10	Yes	Yes	No Code Needed	No
15% Off No Min	12/11-12/14	Yes	Yes	SANTA	No
Free shipping on \$50+	12/11-12/14	Yes	Yes	No Code Needed	No
20% off on \$50+	12/15-12/18	Yes	Yes	SHOPNOW	No
Free shipping on \$25+	12/15-12/19	Yes	Yes	No Code Needed	No
\$5 Flat Rate Shipping	12/20-12/31	Yes	Yes	No Code Needed	No