

Div/ Dept.	Juniors / Jessica Simpson
Ad Event / Date:	NUN25 12/15-12/17 NUN26 12/18-12/24
End Date:	12/24
Issue / Update / Action	<ul style="list-style-type: none"> <li>Junior Brand J. Simpson will be 40% off all fashion styles</li> <li>Please sign table and fixtures with 40% off with fashion styles. Pull all core denim styles together on a separate fixture since these will ring at regular price</li> </ul>
To be Completed by	12/8/11
Contact	Alex Moragne X4395 amoragne@beallsinc.com
Link/ Attachmnt:	<a href="#">X:BDSAdvertising/NUN25/SALE</a> <a href="#">X:BDSAdvertising/NUN26/SALE</a>

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90	91	92	93	95	98	99	727	732	739	747

ALL STORES	EMERGING	BALANCE	HERTIAGE	SELECT STORES
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\*These are the core denim styles that WILL NOT be on sale:

- 60093748-7 UN BLACK – Bealls Style-color: 3740-01
- 60093740-N T2 ENZYM – Bealls Style-color: 3740-98
- 60093749-I K1 ABYSS – Bealls Style-color: 3749-98
- 60124229-R J6 CHARA – Bealls Style-color: 4229-98
- 60124234-Q P8 TEMPO – Bealls Style-color: 4234-98
- 60134643-I 15 WHITE – Bealls Style-color: 4643-10
- 60124918-1 69 BLACK – Bealls Style-color: 4918-01
- 60127518-I 45 H.CHA – Bealls Style-color: 4918-03
- 60144576-Q Q4 TARMA – Bealls Style-color: 4576-35
- 60144576-K X2 CLEMB – Bealls Style-color: 4576-40
- 60127520-P T2 GLRIO – Bealls Style-color: 7520-96
- 60127520-Q S0 SAPHI – Bealls Style-color: 7520-97
- 60127520-Q T1 ABYSS – Bealls Style-color: 7520-98
- 60127529-Q S3 MAIRA – Bealls Style-color: 7529-97

EVENT	FIXTURE	MERCHANDISE	PRESENTATION	SIGNAGE
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