

relax. save. smile.

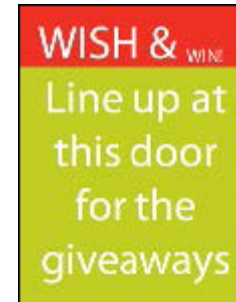
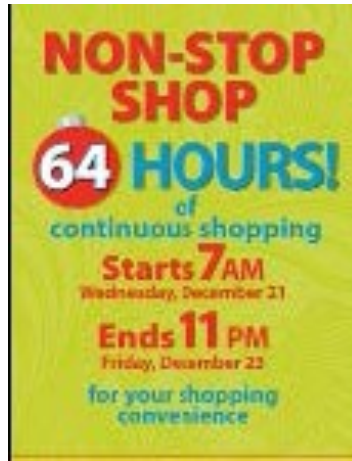
BEALLS Holiday 2011

Date Added: 12-07-11

| | |
|-------------------------|--|
| Div/ Dept. Brands | Midnight Madness Promotion |
| Ad Event / Date: | 12/21/11 |
| End Date: | 12/23/11 |
| Issue / Update / Action | <p>All stores will receive the Midnight Madness Graphics via Bealls truck between 12/7 and 12/14/11.</p> <p>Refer to the marketing calendar link below for dates to use the 3 tier posters.</p> <p>The promo package will include signs, numbers, ribbons, rules and instructions.</p> <p>If you do not receive these by 12/14/11, Email Kim</p> |
| To be Comp. by | 12/14/11 |
| Contact | <p>Kim Highland x4100 khighland@beallsinc.com</p> |
| Link/ Attachmnt: | X:BDSAdvertising/SIGNS MARKETING CALENDAR |

| | | | | | | | | | | | | | | | | | | | |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|
| 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 |
|------------|----------|---------|----------|---------------|



Poster Side A

Poster Side b

Non Stop Posters



Door Clings

INSTRUCTIONS:

- Carefully remove the Dec. hours cling from door
- Clean door with glass cleaner
- Place "Non-Stop Shop" sticker over Wed-Fri section of Dec. Calendar. Adhere one sticker to each side of the hours cling.
- Re-hang cling to door.

Line Sign Associate Ribbons



After Event:

| | |
|---------|----------|
| Keep | |
| Destroy | X |

| | | | | |
|-------|---------|-------------|--------------|---------|
| EVENT | FIXTURE | MERCHANDISE | PRESENTATION | SIGNAGE |
|-------|---------|-------------|--------------|---------|