



GUIDANCE FROM WEATHER TRENDS INTERNATIONAL

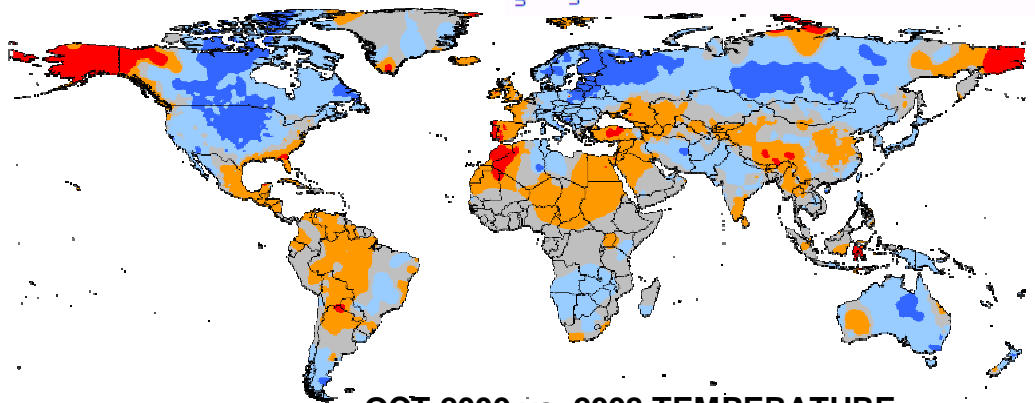
THE HISTORICAL REPORT

Better Business in Any Weather™

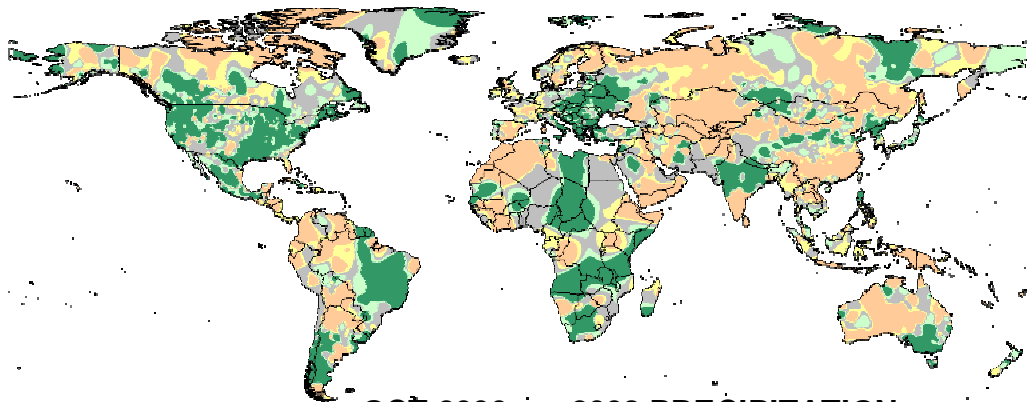
Issued: November 3RD, 2009

OCT 2009: Year-on-year temperatures across the G-20 have trended cooler than the year prior for the first time since July. Retail October trended -0.5°C colder and 19% wetter than the year prior. Much of North America, central and eastern Europe, and northern Asia all saw much colder weather in October with excessive precipitation. Canada and the United States experienced the second coldest retail October in 17+ years! Russia experienced the largest change to colder year-on-year weather at -2.8 °C across the G-20. Italy and Germany also trended cooler at -1.9 °C and -1.4 °C respectively. The much colder weather trends across the northern hemisphere may lead to several upside surprises in retail sales. Demand for Fall seasonal categories such as apparel, footwear, bedding and heaters will all have been stronger than expected. Warmer year-on-year weather trends were most pronounced in the United Kingdom at +1.6 °C and Turkey at +1.5 °C. While 4 typhoons impacted the Philippines, hurricane activity across the globe in 2009 is still at the lowest levels since 1981.

OCTOBER 2009 G-20 Weather Summary



OCT 2009 vs. 2008 TEMPERATURE



OCT 2009 vs. 2008 PRECIPITATION

G-20 Year-over-Year WEATHER TRENDS NOV 2008 through OCT 2009

Country Name	NOV		DEC		JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT	
	Temp	Prcp	Temp	Prcp	Temp	Prcp	Temp	Prcp	Temp	Prcp	Temp	Prcp	Temp	Prcp	Temp	Prcp	Temp	Prcp	Temp	Prcp	Temp	Prcp	Temp	Prcp
ARGENTINA	-3.2	-4%	0.1	-24%	0.3	-15%	0.0	13%	1.4	55%	2.5	-75%	0.8	58%	-0.3	-58%	-4.8	74%	1.7	58%	-0.1	101%	0.4	-25%
AUSTRALIA	-0.3	58%	-0.7	-4%	0.3	2%	1.3	-9%	0.6	32%	1.1	4%	0.5	109%	-0.4	0%	0.4	-61%	2.6	57%	-0.4	8%	-0.9	-11%
BRAZIL	-0.1	8%	-0.4	-21%	0.3	-15%	0.2	27%	0.6	-23%	0.0	1%	0.7	25%	0.0	-1%	-0.7	13%	-0.3	38%	0.8	48%	0.0	25%
CANADA	2.3	18%	-1.5	31%	-2.1	-36%	0.5	-26%	-0.3	9%	0.0	29%	-1.0	-13%	-0.8	-21%	-1.2	-32%	0.0	-7%	0.9	-18%	-1.4	44%
CHINA	0.0	278%	-0.7	-42%	1.7	-79%	4.8	115%	-1.7	67%	-0.3	8%	0.3	-21%	0.9	-32%	0.0	-21%	0.7	-10%	0.2	-29%	0.5	-71%
EUROPEAN UNION	1.8	-1%	0.5	10%	-3.6	-7%	-2.8	48%	-0.3	-25%	1.4	-33%	-0.3	-8%	-0.4	9%	0.1	-17%	0.9	-36%	1.8	-25%	-0.6	12%
FRANCE	1.3	38%	-0.7	-3%	-4.5	0%	-2.8	75%	0.3	-38%	1.8	1%	-0.6	-40%	0.6	-7%	0.2	-8%	2.1	-63%	2.2	-41%	0.6	-27%
GERMANY	1.9	-49%	-0.3	-34%	-6.7	-64%	-3.7	18%	0.3	-33%	3.8	-51%	-1.2	161%	-1.9	13%	-0.3	-24%	1.5	-48%	1.9	-43%	-1.4	-15%
INDIA	0.2	-16%	1.1	-14%	1.6	-76%	2.0	-83%	0.6	-79%	0.7	-35%	0.7	8%	1.7	-34%	0.5	-4%	1.0	-7%	0.6	23%	-0.3	-1%
INDONESIA	-0.7	97%	-0.9	-28%	-1.4	33%	-1.2	9%	0.3	28%	0.3	-23%	1.3	213%	1.3	-3%	1.4	-61%	0.5	-46%	0.7	18%	0.6	-15%
ITALY	1.8	122%	0.9	184%	-2.1	133%	-1.2	381%	-0.3	1%	0.4	24%	1.2	-66%	-0.6	40%	0.3	-60%	1.1	48%	1.8	120%	-1.9	166%
JAPAN	0.2	51%	0.5	-3%	0.5	20%	2.7	61%	-0.7	4%	-0.1	-26%	0.8	-38%	0.2	19%	-1.7	300%	-0.1	-53%	-0.3	-47%	-0.7	23%
MEXICO	-0.8	-60%	-0.3	-72%	-0.1	61%	-0.6	-86%	-0.2	-38%	-0.3	13%	0.5	13%	0.7	-37%	1.3	-64%	0.6	-17%	0.5	13%	1.2	-23%
RUSSIA	-3.3	0%	-0.9	26%	-0.3	12%	-5.2	-1%	-4.3	-42%	-0.7	-74%	0.9	-9%	-1.0	9%	-0.1	-25%	-0.8	-17%	1.8	4%	-2.8	53%
SAUDI ARABIA	-0.5	225%	-1.0	225%	2.6	-100%	1.9	100%	-3.0	225%	-0.8	-92%	0.0	225%	0.4	-100%	-0.4	0%	0.9	125%	-0.8	0%	0.9	89%
SOUTH AFRICA	1.1	11%	0.8	-26%	0.0	15%	-0.4	88%	0.4	-45%	1.5	-54%	-0.9	53%	0.1	-16%	-0.8	161%	0.7	-36%	1.6	5%	-0.1	-17%
SOUTH KOREA	1.1	20%	-0.4	-8%	-0.3	-52%	4.1	598%	-1.0	-8%	-1.1	2%	1.3	-8%	0.7	-23%	-2.6	66%	0.2	-11%	-0.9	-26%	-0.8	38%
TURKEY	2.3	-50%	0.7	-19%	4.5	175%	3.5	226%	-2.7	21%	-3.5	96%	0.2	2%	-0.1	21%	-0.5	235%	-2.6	-33%	-0.8	-23%	1.5	64%
UNITED KINGDOM	0.2	-9%	-1.5	-38%	-2.2	-38%	-1.5	-18%	0.8	-43%	1.9	-17%	-1.6	43%	0.8	-16%	-0.9	22%	0.3	-34%	0.8	-42%	1.6	-28%
UNITED STATES	0.1	10%	-0.3	14%	-1.1	-31%	0.6	-32%	0.4	-13%	0.1	21%	1.0	32%	-0.8	-3%	-1.1	3%	0.3	-10%	0.0	-3%	-1.1	80%
G-20 AVG	0.9	6%	-0.3	0%	-0.6	-10%	-0.7	24%	-0.5	-16%	0.4	-15%	0.2	4%	-0.3	-7%	-0.4	-1%	0.4	-21%	0.9	-11%	-0.5	19%

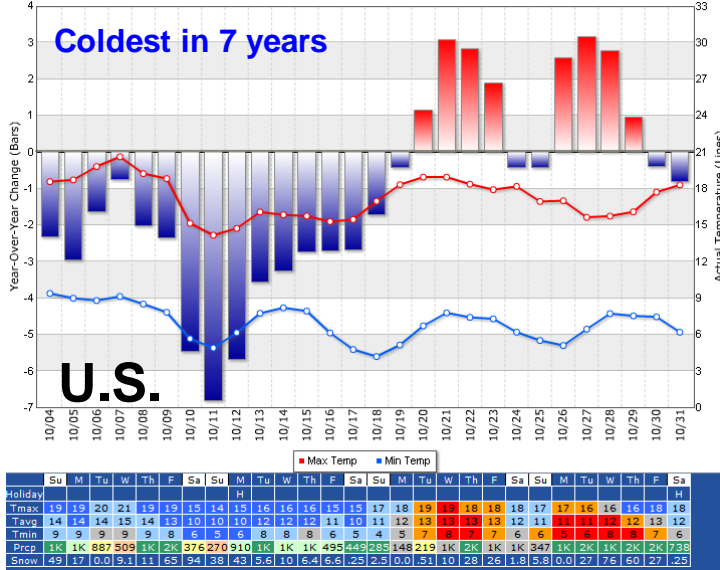
LEGEND

°C COLDER than Last Year
 °C SIMILAR than Last Year
 °C WARMER than Last Year
 % Wetter than Last Year
 % Similar to Last Year
 % Drier than Last Year

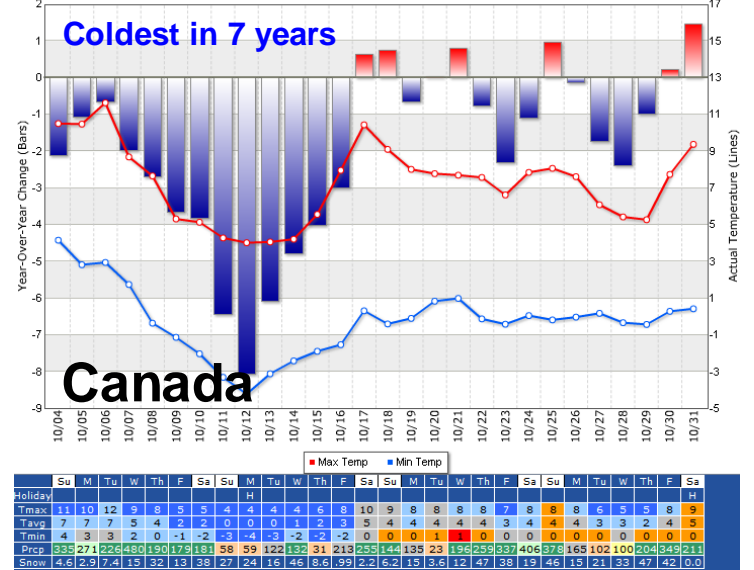


COUNTRY DAILY YEAR-ON-YEAR TRENDS FOR OCT 09 VS OCT 08

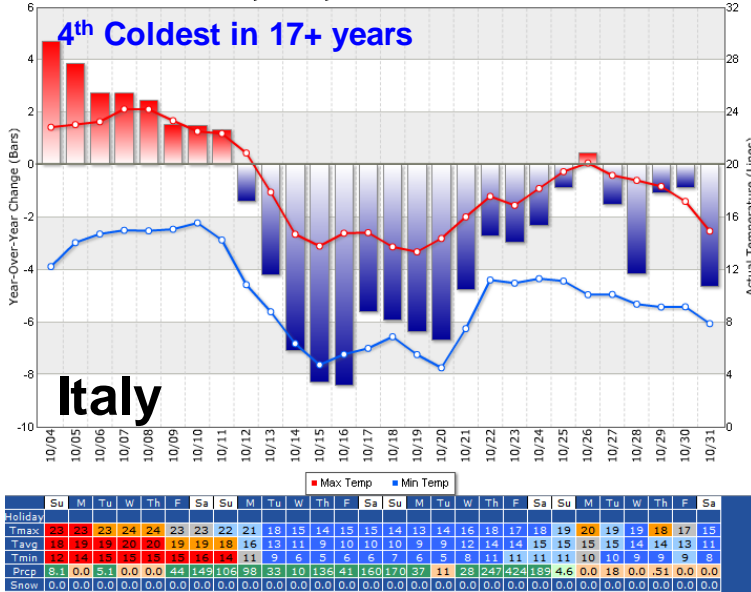
US Core 260, UNITED STATES 2009-10-04 - 2009-10-31



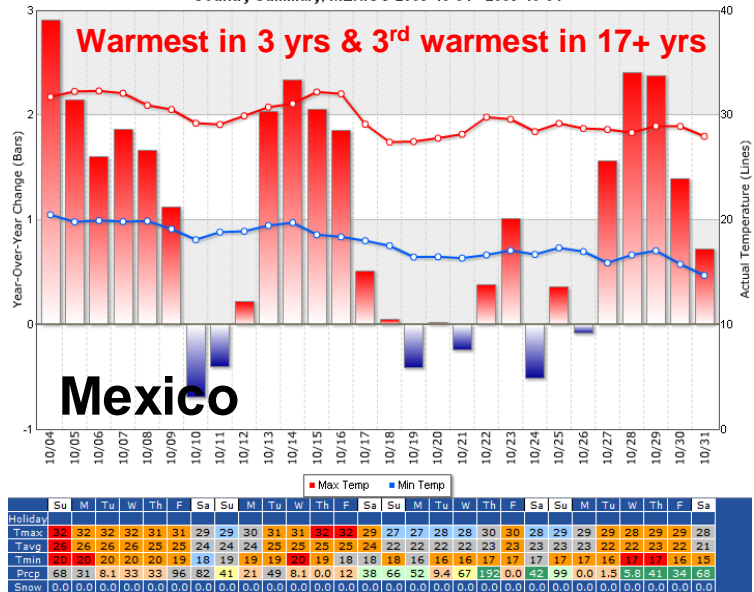
Canada Core 70, CANADA 2009-10-04 - 2009-10-31



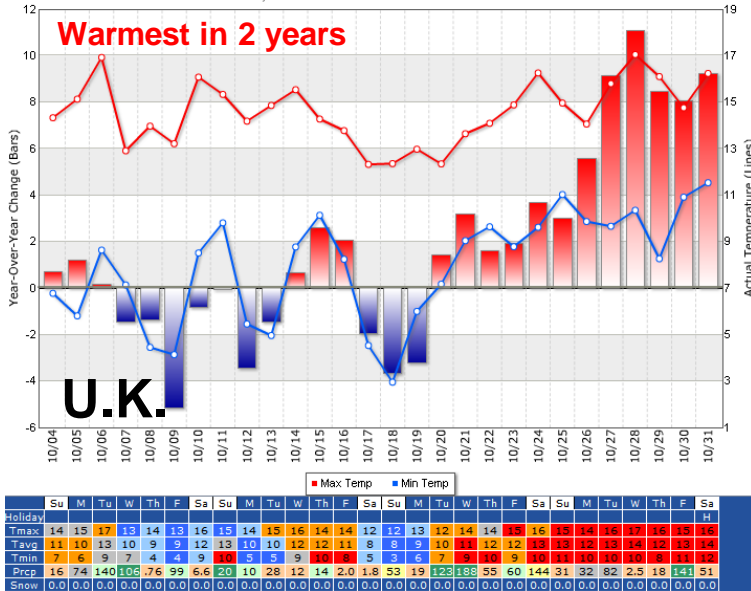
Country Summary, ITALY 2009-10-04 - 2009-10-31



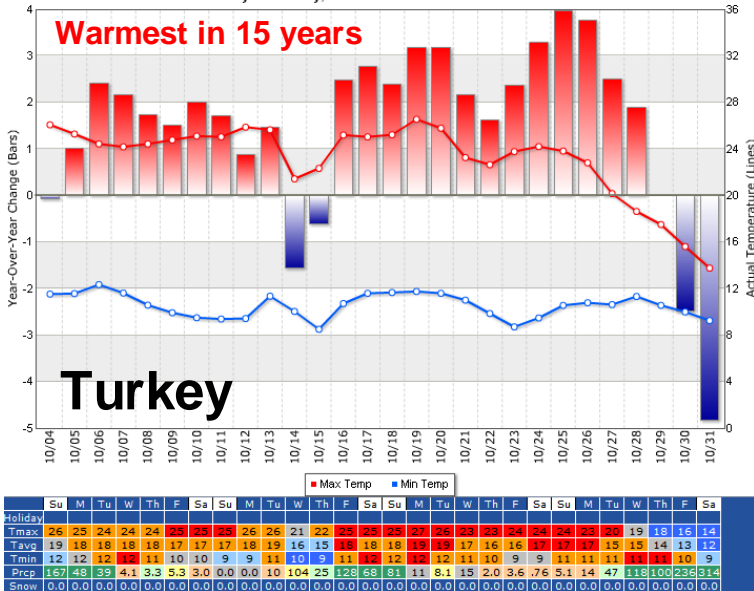
Country Summary, MEXICO 2009-10-04 - 2009-10-31



UK Core 24, UNITED KINGDOM 2009-10-04 - 2009-10-31



Country Summary, TURKEY 2009-10-04 - 2009-10-31



Warmer trends across western Europe will have been a negative for categories such as comfort foods & warm drinks, auto supplies, clothing and footwear. The weather across the Southern Hemisphere was similar to or cooler than last year and slightly drier which would bring a slight boost to store traffic during the early Southern Hemisphere Spring.

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