

LOUISIANA RETAILERS ASSOCIATION

THE VOICE OF FREE ENTERPRISE

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FOR IMMEDIATE RELEASE:

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Nationwide Holiday Sales Increase 1.1 Percent

Baton Rouge, LA (January 15, 2010) - The holiday season was a bit more merry for Louisiana retailers this year. After a dismal 2008, retailers in Louisiana reported a modest increase in holiday sales. Louisiana retailers reported a slight boost in sales over last year, which they attributed to an improving economy; special sales and promotions; and effective inventory management.

Nationwide, results were better than predicted as well. The National Retail Federation reported that preliminary 2009 holiday sales, which combine the full months of November and December, rose 1.1 percent to \$446.8 billion, surpassing their forecast of a decline of 1.0 percent.

The economy has obviously not fully rebounded as evidenced by high unemployment numbers; however, retailers were much more successful this year due to their diligence and wise preparation for the holiday shopping season.

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The Louisiana Retailers Association was chartered in 1946 and is the non-profit trade organization for the retail industry across the state of Louisiana. Our members include all retail formats and channels of distribution including department, specialty, discount, restaurants, drug stores and grocery stores as well as the industry's key trading partners of retail goods and services.