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NEWS RELEASE

Baton Rouge, LA (November 17, 2010)- After reporting dismal 2008 holiday shopping sales figures and a very slight boost in 2009, retailers expect a marked improvement in 2010 retail sales for the holiday season. According to the National Retail Federation, retail sales are expected to increase a more moderate 2.3 percent this year to \$447.1 billion.

Retailers know that consumers definitely remain budget-conscious and careful about spending and will plan accordingly by offering special promotions and sales events. Significant sales events will take place on Black Friday, which is the ceremonial opening day of the holiday shopping season. Total 2009 Black Friday spending reached an estimated \$41.2 billion. Online shoppers eagerly await the Cyber Monday bargains. Cyber Monday is the Monday after Thanksgiving and one of the busiest online shopping days of the year.

The Louisiana Retailers Association encourages consumers to slow down and make the holiday shopping experience a pleasant activity. Retailers invite consumers to enjoy the holiday music and displays while making shopping memories. If you are typically only an online shopper, consider visiting your local retailers to find some of the gifts on your list for families and friends. If anyone needs a list of stores in their community, please contact the LRA at 1-800-572-2378. Louisiana retailers realize that the economy will still impact the spending habits of consumers during the holiday season; however, the 2010 holiday season should be a bit merrier for everyone!

FOR IMMEDIATE RELEASE