



Walmart New York Crowd Management Plan Summary

Overview:

The crowd management plan developed for post-Thanksgiving Day events at all Walmart stores in New York is a first-of-its-kind plan in the retail industry. It was crafted in close coordination with the District Attorney of Nassau County and will help New York Walmart stores provide customers an even safer and more convenient experience on one of the busiest shopping days of the year. As we explore how we can make our stores even safer for our associates and customers, we will consider how aspects of this plan could apply to stores outside New York. Walmart intends to complete this process in time for the 2009 holiday shopping season.

The Walmart New York crowd management plan addresses procedures for three areas of customer activity:

- Customer approach and entry into the store.
- Customer flow throughout the store and around promotional merchandise.
- Flow through the checkout aisles and away from the store.

The plan calls for all New York Walmart stores to develop store-specific plans that will incorporate crowd safety strategies. Some strategies will include:

- Crowd management staff to enhance orderly entry into the store.
- Ongoing communication with customers that includes providing maps with locations of promotional merchandise.
- Promotional merchandise strategically placed a maximum distance apart, in areas that are appropriate for line formation and merchandise replenishment, and in areas of the store generally less busy during the post-Thanksgiving Day event.
- Procedures for crowd management associates to provide a clear path from the checkout line to the cash register to the store exit and to customers' vehicles. Crowd management associates will keep checkout lines balanced and allow a clear path of travel for cross-aisle traffic.
- Trained Quick Response Teams available for immediate response to any issues that may arise.

Team of Experts:

The crowd management plan was developed by a team of safety experts, in consultation with Walmart, whose event planning and crowd management experience includes NFL Super Bowls, Olympic Games, national political conventions and concerts. Working with our own Walmart experts, the team created a first-of-its-kind plan that incorporates proven crowd management techniques developed by those who manage major events with the unique circumstances of a retail setting.

The team is led by Russ Simons of Populous (formerly HOK Sport), a leading firm in sports and entertainment industry event management. Simons has more than 28 years experience in the design, construction, and operation of public assembly facilities. The team also includes crowd safety experts Peter C. Kranske and Lynne Saunders, both of Landmark Event Staffing Services, Inc., which provides crowd management and event security services to sporting and concert venues. Kranske has directed crowd management and security programs for 29 consecutive Super Bowls. Saunders has served with Kranske on the crowd management planning team for more than 25 Super Bowls.