

Gap Inc.

GPS Services
Two Folsom Street
San Francisco, CA 94105
www.gapinc.com

November 7, 2013

Buddy Smith
Executive Vice President
American Family Association
P.O. Drawer 2440
Tupelo, MS 38803

Dear Mr. Smith,

As we near the holiday season, I want to update you on how Gap Inc.'s family of brands will celebrate the Christmas season. As a global retailer, we embrace the diversity of our customers and respect a variety of traditions and faiths during the holidays, including Christmas.

Starting today, every Gap Outlet window will have signs that say "Merry Christmas," along with Christmas trees and wreaths throughout their stores (see photo 1).

Following Thanksgiving, Gap will be putting up a door decal that includes "Merry Christmas" in every store (see photo 2). We will also be incorporating "Merry Christmas" into all of our store hour decals, which can be seen in the windows and at the register.




In the beginning of December, we'll be announcing a special Christmas-themed event at all of our Old Navy stores for mid-December. Our team in Tupelo will be reaching out with additional details and we hope you'll be able to join us for the event.



Our online websites also include Christmas-related products and will continue to market gift cards and gift guides as the season progresses with the holiday in mind.

We value your feedback. And, we hope you'll agree that our Gap Inc. family of brands, including Gap and Old Navy, are Christmas friendly this holiday season.

Sincerely,

Bill Chandler
Vice President, Global Corporate Affairs
Gap Inc.