

REC'D OCT - 5 2009

5900 North Meadows Drive
Grove City, OH 43123

Gap Inc.

September 30, 2009

Pete Schulberg
Oregon Partnership
6443 SW Beaverton-Hillsdale Hwy, Suite 200
Portland, OR 97221

Dear Mr. Schulberg:

Thank you for your letter to Glenn Murphy and Tom Wyatt. We appreciate you writing again to share your thoughts about the Graphic Tees that carry messages referencing beer that are offered by Old Navy. As I am responsible for a large part of our executive correspondence, I have been asked to address your concerns.

We would like to assure you that we take feedback like yours very seriously and were so sorry to hear that you and others have found some of our graphic tees to contain objectionable messages. At Old Navy we strive to offer merchandise that appeal to a wide range of interests.

As you are aware, Old Navy is a store that customers of all ages turn to when looking for fashions that are fun and affordable. Our \$5 tee promotion was meant to be a great way to drive sales in our stores while offering our customers some excellent values on numerous items. I can assure you that I have forwarded your comments about the graphic tees to our merchandising and design teams. It is never our intention to offend our customers and we apologize for any concerns related to our product.

Thank you again for taking the time to write. We sincerely appreciate you sharing your feedback with us.

Sincerely,


Chris Wingenfield
Gap Inc. Customer Relations