



Dear Parents,

The school administration shared your opinions from the parent survey about the services of Tommy Hilfiger and we appreciate your honest feedback. We offer our sincere apologies for the difficulties that some of you may have experienced with out of stock inventory, and in some cases, customer service.

There was significant disruption in the industry this past year when a large national uniform company unexpectedly went out of business, stressing everything from inventory to customer service across the industry as over 2,000 schools and 250,000 students suddenly found themselves without a uniform provider. On the plus side, it revealed areas of our own business that we needed to improve to ensure that we can provide the highest level of service to our schools regardless of such market forces. As a result, you can expect to see significant changes in the following four areas well before the start of school next fall. Some details:

**Customer Service**

- ✓ It will remain in the US, but will soon be co-located with our warehouse and distribution center, in Chicago, IL. The Tommy Hilfiger School team will now manage the center (previously, it was managed by our parent company)

**Inventory and Procurement**

- ✓ We will be purchasing at close to 200% of anticipated needs.
- ✓ New inventory and procurement system that allows more effective management of the entire process

**Distribution**

- ✓ Our new state of the art facility will easy access to one of the nation's largest airports and will be solely dedicated to Tommy Hilfiger School Uniforms

**Web Site**

- ✓ We are upgrading the entire back end system. Not only will the site be faster and more intuitive, but you will be able to track your order from the time it is placed right through delivery to your front door
- ✓ We will be billing when your items ship – as opposed to when you order

These transitions will be taking place over the next few months – and we expect that you will soon see the effects. We will work hard with Mr. Govea, Mrs. Patten, Ms. Wolf, and Mr. Gantt to rebuild your trust in our brand into the future.

Sincerely,  
Ford Jones,  
Tommy Hilfiger