



December 4, 2008

Mr. Glenn K. Murphy
Chairman and CEO
Gap, Inc.
Two Folsom Street
San Francisco, California 94105

Dear Sir:

As a non-profit organization dedicated to combating alcohol and drug abuse, Oregon Partnership was disappointed to find that Old Navy stores are selling holiday t-shirts promoting binge drinking.

With Old Navy's young customer base, the sale of such items are even more repugnant and not worthy of your company's record in the area of social responsibility.

T-shirts showing a Christmas tree and the words "Let's Get Lit" or an elf drinking right from a keg send a message inconsistent with "bringing about social change" as spelled out on your website's section on community investment.

Underage drinking is a growing problem in our country. Massive amounts of advertising and promotion by beer companies and other alcohol manufacturers make it that much harder to reverse the trend and change the culture of underage drinking.

But Oregon Partnership and other anti-drug coalitions are making real inroads in informing parents, educators, and the business community about how alcohol use among adolescents is even more dangerous to their developing brains than previously believed. And yes, we know that the culture can be changed. But we need your help.

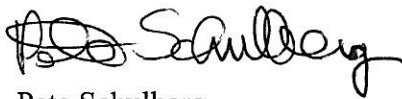
You might be interested to know that Macy's and Bloomingdales decided to take beer t-shirts off their shelves a couple of years ago, which received substantial positive attention in the media. Other national chains have discontinued the sale of drinking games and other similar products.

On a personal note, my kids love your Old Navy stores, but neither of their schools would ever allow them to wear your t-shirts with the alcohol messages.

*Preventing Substance Abuse.
Changing Lives.*

Thank you for your consideration, and hope you can join us in combating underage drinking and the promotion of products that encourage it.

Sincerely,

A handwritten signature in black ink that reads "Pete Schulberg". The signature is written in a cursive style with a large, stylized "P" and "S".

Pete Schulberg
Communications Director
Oregon Partnership

cc. Mr Tom Wyatt
President, Old Navy

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