



Dear Valued Customer:

Eddie Bauer has been providing superior products and service for our customers since 1920. Eddie knew the value of building lifelong relationships with his customers. He personally wrote the creed and guarantee that we stand by almost 90 years later. We continue to guarantee everything we make and pride ourselves on customer service – as the creed says, “to be worthy of your high esteem.”

Because we value your business and our relationship with you, I wanted you to be aware that Eddie Bauer is being acquired by Golden Gate Capital, a leading private equity firm specializing in retail and direct marketing brands. The sale is on track to close around August 1, 2009. This is very good news for the company, as we will become much stronger financially with little or no long-term debt and more resources to serve our customers.

As you are essential to our success, I wanted to be sure that you know what this sale means to you:

- You’ll see no difference in the legendary customer service you’ve come to expect. Eddie Bauer will remain Eddie Bauer. You can continue to make purchases, make returns, use store credits, as well as buy and redeem gift cards.
- You can also continue to take full advantage of our *Rewards*, *Friends*, and credit card programs.
- The customer information you have provided to us – such as your email addresses, mailing addresses, any information you gave us for purchases or as part of our *Rewards* and *Friends* programs, will be transferred with the sale to our new legal registration of Eddie Bauer. The transfer of your information will allow us to continue to keep our loyalty programs (*Friends* and *Rewards*) intact, and send you catalogs, emails and mailings, as well as continue to safely store your information. Eddie Bauer credit card and amazon.com programs are unaffected by this change and will continue to operate as normal. As before, we will operate according to our same Eddie Bauer privacy policy. You do have the ability to opt-out of having your information transferred before August 1, 2009. If you would like to opt-out, please visit [www.eddiebauer.com/optout](http://www.eddiebauer.com/optout). Please keep in mind that if you opt out of having your information transferred, your *Friends* and *Rewards* memberships will end, your shopping history will not be kept in our records, and you will no longer receive information on promotions and special offers.

We are excited about what this sale means for the future of Eddie Bauer. We will have a well-capitalized partner and a strong financial foundation to support the growth and prosperity of the company. Plus, our fall products are on their way to stores and look better than ever.

Thank you again for your business, loyalty and support of Eddie Bauer. We look forward to serving you many years into the future – always with Eddie’s Creed and Guarantee first and foremost.

Sincerely yours,

Neil Fiske

President & CEO

Eddie Bauer