

AUGUST • • • 2000



Mike Gary, Senior Vice President of the Licensed Apparel Products Division, photographed at the GEAR For Sports® headquarters in Lenexa, Kansas.

GEAR FOR SPORTS® JOINS FAIR LABOR ASSOCIATION

On June 19, 2000, GEAR For Sports® announced its decision to join the Fair Labor Association (FLA), becoming the first collegiate licensed apparel company to join this organization. Prior to this announcement, GEAR For Sports announced full factory disclosure in November, 1999 and then provided a factory location database when the GEARnosweat.com human rights web site was launched in January, 2000.

The FLA is a non-profit organization that is made up of consumer, human and labor rights groups. The FLA was established in November, 1998 to protect the rights of workers in the United States and around the world. FLA members include the International Labor Rights Fund, the Lawyers Committee for Human Rights, the National Council of Churches, the National Consumers League and the Robert F. Kennedy Memorial Center for Human Rights. Eleven leading apparel and footwear manufacturers and retailers are also affiliated with the FLA. Additionally, 140 colleges and universities to date have affiliated with the FLA to ensure that companies producing goods under their licenses are operating in accordance with FLA principles and the Workplace Code of Conduct.

Mike Gary, Senior Vice President of the Licensed Apparel Products Division, reported in a recent interview that "the decision to join FLA reinforces GEAR For Sports' commitment to the company's code of conduct." Mike Gary went on to state that "it definitely shows how serious we are about wanting to help improve the working conditions in factories around the world."

Over the past several months, the company has closely monitored the rising concerns expressed by its collegiate customers. "We understand that promoting fair labor practices will be faster and smoother by fully participating in the FLA," noted John Menghini, President and CEO of GEAR For Sports.

GEAR For Sports manufactures its collegiate licensed apparel in 13 foreign countries. The licensed apparel business represents approximately \$40 million in annual sales, or approximately 20% of the company's business. Mike Gary stressed the importance of educating the end consumer on the recent steps taken by the company. "The bookstore customer can feel completely confident that GEAR For Sports is working diligently with all its factories to make sure that they are adhering to the standards of the FLA."

THE FLIP SIDE

- • • Outta' Line
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Update
- • • Gonzaga
University

Please review the GEAR For Sports Global Human Rights Mission Guide. This insert will provide additional information about the company's commitment to human rights and social responsibility.



Dave Heinze, Campus Store Director, at Gonzaga University. Heinze is also the Immediate Past President of the NW College Bookstore Association.

GONZAGA UNIVERSITY

The bookstore at Gonzaga University in Spokane, Washington is anxiously awaiting the back-to-school rush. Dave Heinze, Campus Store Director, reports that the store is ready for the students as well as the parents who are helping their sons and daughters with the move-in process. "There is a certain emotional aspect of mom and dad coming to campus for the first time with their children," reports Heinze. Since parents really like to take something home for grandparents and siblings, Heinze stockpiles plenty of extra merchandise in the storeroom to ensure that he can keep the sales floor full at all times. "There is a buying attitude related to the excitement of the new semester and customers will buy the merchandise if you have it on hand. If they have to come back for it, you will never recapture that sale."

In an effort to help new students locate their textbooks quickly and easily, the store has a group of 50 students who serve as personal shoppers. These student volunteers are given a GEAR For Sports® t-shirt to wear so that they can be easily identified in the store. Heinze notes that the "t-shirts are in appreciation for the volunteer's time, but they also help to advertise what we are selling in the store."

At the beginning of the fall semester, the store teams up with GEAR For Sports and organizes a raffle-entry promotion. In the past, the store has given away a TV/VCR and a mountain bike. The prize is displayed in the front of the store alongside the newest GEAR For Sports apparel. At the time of the interview, the final decision had not been made on the promotional item that would be used this year.

NEW SPORTSWEAR STYLES — FALL 2000

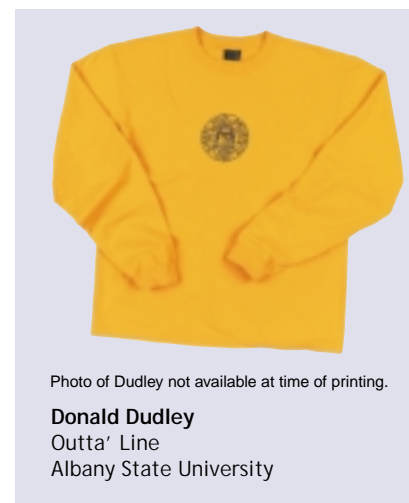


Courtney Campbell
gfs.co.ed
University of Kansas

" It was awesome to find the gfs.co.ed line. The styles are fun and easy to wear . . . "

gfs.co.ed
@GEAR For Sports

" Outta' Line has a really comfortable look. I can show school spirit and be in style at the same time . . . "



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GEAR FOR SPORTS®
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Stephanie Gazonas
Outta' Line
Arizona State University

" The styles are great. I wear it on and off campus . . . "