

Gap Inc.

Gap
Banana Republic
Old Navy

5900 North Meadows Drive
Grove City, OH 43123
www.gapinc.com

November 11, 2004

Mr. Tim Howe

Dear Mr. Howe,

Thank you for your letter to Mr. Pressler detailing your experience with your Gap credit card account. Please accept my sincere apologies for the frustration you have endured.

Because we strive to make shopping enjoyable for everyone, we take concerns about our service levels very seriously. Rest assured I've shared your feedback with the appropriate individuals in our own organization, as well as with Monogram Credit Card Bank of Georgia, who owns and administers our private label accounts. We will do what we can to improve the Gap experience for all our customers.

I appreciate you taking the time to bring this situation to our attention. Please accept the enclosed \$20 Gap Appreciation Card, which may be used at any Gap or Gap Outlet store and never expires. We certainly value your business and hope to see you at our store again soon.

Sincerely,



Christopher A. Davis
Gap Brand Analyst
Gap Inc.

Enc: \$20 Appreciation Card