



August 25, 2017

Dear Valued Administrator,

I last wrote to you on August 10th and have since spoken with or met personally with many school administrators like you. I thank you for taking the time to learn about our efforts to remedy the backorders that your school families may be experiencing. As promised, I wanted to share an update on the progress we're making.

- Nearly half of all backorders that were in our system as of August 10th have been filled and shipped.
- Most items are now in stock, and we are continuing to fill thousands of orders daily
- A few items are out-of-stock and in production, which means some orders may not ship until mid-September.
- We are updating all customers as to the status of their orders and also letting them know that any outstanding items can be substituted for another item(s) at the Parker or Charter store that serves your school. Impacted customers also have the option of cancelling any order for a full refund at any time.
- We have expanded our call center staff to significantly decrease wait times for families to talk with customer service representatives.

We know this delay in our ability to fulfill school uniform orders has been highly frustrating for your families and you. On behalf of every member of my team, I want to offer our deepest apologies. I assure you we are doing everything we can to get items shipped as quickly as possible now that our system conversion issues have been solved, and we will continue to keep you updated. As I said before, serving the uniform needs of schools and families has been our privilege for more than 80 years, and we will work harder than ever to regain your confidence and your business.

Respectfully,

Eric Plott
CEO