

STELLA MCCARTNEY

Gap and Stella McCartney to launch kids & baby collection

Collection will be carried in stores and online in November 2009

San Francisco (June 10, 2009) – GapKids and babyGap, two of the most recognized names in children’s apparel, announced today plans for a new collection created for Gap by Stella McCartney. Expected to launch in late 2009, the collection will be carried in select GapKids and babyGap stores in the United States and Canada, the UK, France and Ireland, and Japan, as well as online in the US.

“We’re thrilled to have the opportunity to build on successful past collaborations with a world class design talent like Stella,” said Marka Hansen, President of Gap brand. “I’m looking forward to offering our GapKids and BabyGap customers her unique interpretation of Gap’s casual American aesthetic. Her experience as a parent and designer are sure to delight both kids and parents alike.”

Stella McCartney comments, “For years now I’ve wanted to create a collection for kids, it’s something I’ve often been asked about. I believe that this one off collaboration will be a great way for customers to be able to participate in the Stella McCartney brand. I believe that kids clothing should be more accessibly priced, which is particularly important at the moment given the current climate. It’s really exciting for us to do a boys and girls collection for the first time.”

About Stella McCartney

Stella McCartney launched her own fashion house under her name in 2001 in a joint venture with Gucci Group. A lifelong vegetarian, Stella McCartney does not use any leather or fur in her designs. The brand’s luxury women’s ready-to-wear, shoes, bags, fragrances, eyewear, accessories, CARE skin care range and performance range with adidas is available through 13 flagship stores including London, NY, Los Angeles, Shanghai, Tokyo, Beijing, Hong Kong and Paris as well around 600 wholesale accounts in key cities worldwide.

About Gap Inc.

Gap Inc. is a leading global specialty retailer offering clothing, accessories and personal care products for men, women, children and babies under the Gap, Banana Republic, Old Navy, Piperlime and Athleta brand names. Fiscal 2008 sales were \$14.5 billion. Gap Inc. operates more than 3,100 stores in the United States, the United Kingdom, Canada, France, Japan and Ireland. In addition, Gap Inc. is expanding its international presence with franchise agreements in Asia, Europe, Latin America and the Middle East. For more information, please visit gapinc.com.

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