



GOODWILL INDUSTRIES

OF NORTH LOUISIANA, INC.

"Improving People's Lives Through the Power of Work!"

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FOR IMMEDIATE RELEASE

BANANA REPUBLIC'S 30 PERCENT PROMOTION TO BENEFIT GOODWILL'S JOB TRAINING PROGRAMS

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Banana Republic and Goodwill® Sponsor Sweater and Coat Trade-In

Shreveport – October 10, 2008 – Banana Republic and Goodwill Industries® are giving customers a chance to get ready for the holiday season and make a little room in their closets and hearts at the same time. Customers who donate their gently-worn sweaters or coats at any Banana Republic in the U.S. and Canada from October 16 through October 26 will receive a 30 percent discount on all regular priced Banana Republic merchandise for the same time period - some exclusions apply, see stores for details.

Donated items will be sold in Goodwill® retail stores and the revenues will help fund Goodwill® job training programs and support services for people with disabilities, those who lack education or job experience and other job seekers. In 2007, more than one million people benefited from Goodwill's programs nationally. In North Louisiana, 510 people found community jobs and an additional 1,689 received employment and referral services with the help of Goodwill®.

"The tremendous success of last year's campaign encouraged us to continue this collaboration with Goodwill Industries®," says Chris Nicklo, Vice President of Marketing for Banana Republic. "This year, customers can get a jump start on the giving season by donating sweaters and coats to a great cause and once again join us in giving back to the local communities where we do business."

"By donating to Goodwill®, people are making an investment in their communities," says John M. Rankin, President and CEO of Goodwill Industries® of North Louisiana. "Each donated sweater or coat will help us earn the funding we need to provide vital employment and support services for those who need it most."

www.shopgoodwill.com



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An Equal Opportunity Employer

Banana Republic is committed to giving back to local communities across the country. This initiative is part of the company's broader philanthropic approach, "Give Where You Live", which encourages customers and employees to help make stronger, more livable communities. Banana Republic plans to expand this program with other partners in the future.

This is the second year that Banana Republic and Goodwill Industries® are partnering together. Last year, the partnership generated more than 110,000 sweater donations and an estimated \$438,000 in revenues to support employment programs provided by local Goodwill® agencies.

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ABOUT BANANA REPUBLIC

Banana Republic is a global accessible luxury brand that delivers the best in city style. Characterized by elevated design and luxurious fabrications, the Banana Republic lifestyle collections include apparel, handbags, jewelry, fragrance and eyewear. Banana Republic, a division of San Francisco-based, Gap Inc., can be found at over 500 retail locations in the United States, United Kingdom, Canada and Japan, BananaRepublic.com, or (888) BR-STYLE.

ABOUT GOODWILL INDUSTRIES OF NORTH LOUISIANA

Goodwill Industries® of North Louisiana, Inc. is a 501(c)(3) not-for-profit agency that serves people with workplace disadvantages and disabilities by providing job training and employment services, as well as job placement opportunities and post-employment support. Goodwill Industries® of North Louisiana is a member of Goodwill Industries® International (GII) and the United Way of Northwest Louisiana, affiliated with NISH (formerly known as National Industries for the Severely Handicapped), and accredited for its employee development services and community employment services programs by CARF—the Commission on Accreditation for Rehabilitation Facilities. Goodwill Industries® of North Louisiana is also a member of the Louisiana Association of Nonprofit Organizations (LANO) and certified through its ethics and accountability program, the Louisiana Standards of Excellence. www.goodwillnla.org

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