



One Fruit of the Loom Drive • PO Box 90015
Bowling Green, Kentucky 42102-9015

ph/270.746.0600

September 28, 2017

To our Team Dealer Customers,

For over 115 years, Russell Athletic has provided quality apparel for athletes both on and off the field of play. We are proud of our heritage, but to build lasting relationships with a new generation of athletes, we will need to focus our efforts and play to our strengths.

Today, we will begin to transition away from the team uniform business to allow greater emphasis on the consumer retail market. With this shift, we will continue to offer high quality athletic lifestyle and performance apparel for distribution through multiple retail and wholesale channels, including non-uniform apparel through the team dealer network.

Our changing business model will result in questions from our customers. The following is an attempt to clarify some of these points:

What happens to my current open uniform orders?

Russell Athletic will fulfill all current open orders and proactively work with any customer where there may be a fulfillment issue.

When will Russell Athletic stop accepting new make to order and other decorated orders?

December 15, 2017, which includes decorated uniforms and other decorated apparel.

How will new orders be placed?

1. **Portal:** Dealers will continue to have access to the current RA Customer Portal. Decorated or blank orders can be processed just as they are today. Decorated uniform orders will be accepted until 12/15/17.
2. **Order Entry:** Orders can be e-mailed directly to www.orderentryRA@fotlinc.com. Orders will be processed by our order entry team within 24hrs of receipt.
3. **Customer Service:** Customers can continue to call at (888) 606-5520 to process blank orders.

When will all decorated orders be shipped?

All orders will be shipped on current committed delivery dates and no later than March 1, 2018.

Who is my sales contact?

Following a transition period, sales contacts will be as follows:

- *Kevin Reber - Bowling Green HQ – 270-935-2811 – kevin.reber@fotlinc.com*
- *Mark Bennett – East Region – 615-828-7878 – mark.bennett@fotlinc.com*
- *Stan Wood – West Region – 479-206-0440 – stan.wood@fotlinc.com*
- *Mark Kinsey – National Accounts – 317-753-7189 – mark.kinsey@fotlinc.com*

Will Russell Athletic be selling any team uniforms after 12/15/17?

Currently Russell Athletic owns inventory levels of stock uniforms from lower cost assortments to our highest performance options. This inventory will be offered throughout 2018, as it's available.

What happens if we have an outfitting agreement with a school and Russell Athletic?

Russell Athletic will honor agreements through the remainder of 2017. In the event this decision causes a disruption in any agreements that remain in effect in 2018, we will proactively work to offer alternatives and solutions to ensure an amicable resolution.

Russell Athletic has enjoyed a long history of supplying the highest quality team uniforms in the market. Our customers and partners have played a critical role in that history, and we thank you. We appreciate your understanding and look forward to continuing our partnership.

Sincerely,

Kevin Reber
Vice President Sales
Russell Athletic