

(PRODUCT) RED COLLECTION OVERVIEW

GAP

Gap (PRODUCT) RED™ is a new, limited edition collection of clothing and accessories for men and women designed to help eliminate AIDS in Africa. The collection, which is rooted in Gap's iconic product categories such as t-shirts, hoodies, jeans, tote bags and more, features 40 items - each badged with subtle yet distinct details inspired by (RED).

Collection Details:

The retail price of Gap (PRODUCT) RED items ranges from \$1 to \$350.

- Safety pin with African bead (\$1)
- Graphic T-shirts (\$28)
 - One vintage-style T-shirt from the collection is being manufactured in Lesotho, Africa from 100 percent African cotton. The T-shirt is made for both women and men and will be available in red, as well as a range of other classic colors.
- Tote bags for men and women (\$45)
- Skinny Jeans with red stitching for women (\$150)
- Motorcycle jackets for men (\$350)
- Book – INDIVIDUALS: Portraits from the Gap Collection (\$35 for soft cover, \$150 for limited edition hard cover)

Contribution to The Global Fund:

- 50% of the profits from products
- 100% of profits of the INDIVIDUALS book

Availability:

- October 13
- Select Gap adults stores in the U.S., Canada, U.K., France and Japan and www.gap.com

GIORGIO ARMANI

In support of (PRODUCT) RED, Giorgio Armani unveils his men's and women's Emporio Armani (PRODUCT) RED capsule collection. In developing his collection, Giorgio Armani collaborated with Ghanaian contemporary artist Owusu-Ankomah, whose art is featured on clothing, accessories and packaging in the Emporio Armani (PRODUCT) RED collection. The range of products will be expanded further with the launch of a Emporio Armani (PRODUCT) RED women's and men's fragrance and jewellery in Spring 2007.

Collection Details/Prices:

- Jacket (\$228)
- Sweatshirt (\$148)
- Jeans (\$198)
- Sunglasses (\$170)
- Watch (\$225)
- Wallet (\$148)
- Mobile phone clip (\$58)
- Belt (\$198)

Contribution to The Global Fund:

- 40% of gross profit margin (average)

Availability:

- November 16th at 124 Emporio Armani stores globally

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MOTOROLA

Motorola is producing special RED versions of its signature handsets, including MOTOSLVR (UK) and MOTORAZR (US). Motorola RED products will be rolling out internationally over the remainder of the year and into 2007.

Collection Details/Prices:

- *MOTORAZR (price dependent on carrier)*

Launch/Availability:

- Mid-October

Portion of Sales Going to Global Fund:

- With each sale of a (PRODUCT) RED phone, pricing varying by location, Motorola will make a direct contribution to the Global Fund. Contributions will continue each time the Motorola RED phone is used, with a percent of normal charges from all calls and texts being contributed to the Fund. (UK Only). A flat dollar contribution will be made for each handset purchased in the US.
- In the UK, all carriers made a contribution of 5% of the monthly bill to the Global Fund.

CONVERSE

The Converse (PRODUCT) RED Collection includes four exclusive, limited edition shoes designed by acclaimed U.K. designer Giles Deacon as well as a unique feature on the company's renowned website www.converseone.com that allows customers to custom-design their own (PRODUCT) RED Converse shoe. Converse is also partnering with Gap to exclusively launch Converse (PRODUCT) RED Chuck Taylor All Star core canvas shoes at more than 180 Gap stores nationwide.

Collection Details:

- Giles Deacon Converse (PRODUCT) RED limited edition collaboration:
 - Chuck Taylor® All Star® Hi (\$100)
 - Jack Purcell® (\$100)
 - One Star® Mid (\$120)
 - Weapon® (\$140)
- MAKE MINE RED (\$60), available online at www.converseone.com - offers shoppers the unique option to custom design any Converse (PRODUCT) RED Chuck Taylor Canvas Hi and Low shoes to support the (RED) initiative.
- (PRODUCT) RED Chuck Taylor All Star core canvas hi-tops in black, white and red (\$47)

Availability:

- All product above available by October 13, 2006
- Distribution includes (products vary by location): Select Gap locations, www.converseone.com and speciality shoe locations

Contribution to The Global Fund:

- 5% – 15% of net sales (depending on product sold)

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APPLE

The iPod nano (PRODUCT) RED Special Edition comes in a beautiful red aluminum enclosure and features 24 hours of battery life, Apple's innovative Click Wheel and an incredibly thin and light design. Apple will also offer a \$25 iTunes (PRODUCT) RED gift card for purchase at Apple's retail and online stores next month.

Contribution to The Global Fund:

Apple will donate \$10 from the sale of each iPod nano (RED) Special Edition and a portion of the proceeds from the iTunes (PRODUCT) RED gift card to the Global Fund to help fight HIV/AIDS in Africa.

Pricing & Availability:

The iPod nano (PRODUCT) RED Special Edition is available worldwide in a 4GB model for \$199 (US) through Apple's retail stores and the Apple Store (www.apple.com). Apple will also offer a \$25 iTunes (PRODUCT) RED gift card for purchase at Apple's retail and online stores next month.

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