

To Whom It May Concern:

It has come to our attention that a small number of provocateurs and fanatics are engaging in a slur campaign against Burlington Coat Factory in an effort to achieve their own agendas.

This campaign has extended to posting on various internet web sites and other media an image of a baby wearing a tee shirt bearing a picture of Che Guevara on its chest. The image is variously attributed to have come from a Burlington Coat Factory print and/or television ad. This attribution is both malicious and false. Burlington Coat Factory has not authorized any advertisement with a baby wearing a Che Guevara tee shirt. Burlington Coat Factory has never even carried any baby tee shirts bearing any image of Che Guevara.

The facts are these. Burlington Coat Factory neither manufactures nor supplies the tee shirt in question. Burlington Coat Factory purchased the tee shirts from a supplier and offered them for sale as a trendy item. The total number of tee shirts offered for sale was minuscule in relation to tee shirts offered by Burlington Coat Factory. The Burlington Coat Factory advertisement which included this item ran for only a brief period in the early fall selling season. All of the tee shirts were directed to be removed from our sales floors in early November when complaints about the offering of these tee shirts for sale (notably from Mr. Logan Darrow Clements) were received at our corporate office. Mr. Clements was notified of this by letter on November 10, 2004.

Mr. Clements, a little known political activist who recently ran for Governor of California, was not content with our response and has demanded the firing of our media relations firm and that everyone involved in the marketing of the tee shirts be discharged

or retired. Burlington Coat Factory does not advocate any discredited ideology and has no desire to glorify Che Guevara. While we regret that the offending item passed screening before it was called to the attention of management, we believe that it is inappropriate to make scapegoats of people who made an innocent merchandising decision without any intent to offend anyone. We believe that such action is uncalled for and has no place in a free and democratic society. After it was called to our attention that the sale of the item was objectionable to some of our customers, the item was directed to be removed from our sales floors. We apologize to any of our customers who were offended that the tee shirt was offered for sale.

We truly believe, however, that the present campaign is an attempt to make a mountain out of a mole hill. At this juncture, various falsehoods (including, among others, that Burlington Coat Factory manufactures these tee shirts; that Burlington Coat Factory supplies these tee shirts to other retailers; and that Burlington Coat Factory promotes the sale of these tee shirts by picturing a baby wearing a Che Guevara tee shirt in its advertisements) are being spread by misinformed or otherwise reckless parties. It is an effort mounted by a small number of extremists with no clear goal in mind other than to call attention to themselves. We trust that our customers and the public will be able to look through the propaganda expressed by these extremists and see that Burlington Coat Factory has acted appropriately and responsibly throughout this process.

Burlington Coat Factory Warehouse Corporation

December 1, 2004