

Dear Mr. Palmer,

Thank you very much for your most thoughtful note. And we appreciate your ongoing loyalty to L.L.Bean and your ongoing patronage. Along with the rest of the nation and the world, L.L.Bean is deeply saddened and shocked by the recent events that have occurred in Orlando. Our hearts go out to the families, victims and the community as a whole that have been gripped and deeply impacted by this unthinkable tragedy. In the wake of this terrible tragedy, our nation's policy leaders will be taking up the gun control issue once again, as well as the treatment of mental illness and other factors that could potentially prevent future tragedies. We fully support this broader societal discussion. In answer to your questions with regard to our stance on gun control and gun safety, L.L.Bean generally does not directly engage in matters of public policy. However, we realize that the issues involved in this and other terrible tragedies, including the sales of assault weapons, will receive intense debate and discussion and we do support a comprehensive and robust discussion on the broad range of issues involved. True to our roots going back over 100 years, our business is focused on firearms used specifically for hunting and the shooting sports and we recognize that it is not these uses at issue in this debate. L.L.Bean has been in the hunting business for over 100 years. In that spirit, L.L.Bean only sells firearms that are specific to hunting and the traditional outdoor shooting sports. These guns are sold only at our Flagship store in Freeport, Maine, not on our web site. We do not carry handguns of any kind and we do not carry firearms that would fall under the category of assault weapons as defined by the pre-2004 Federal Assault Weapons Ban. Further, we do not carry high-capacity clips commonly seen on assault weapons, nor do we sell any bullets that aren't specifically used for hunting or target shooting. A few other points worth mentioning:

- We encourage everyone who comes into our store or leaves our store with a gun that it is kept in a locked container
- We require that everyone who comes into the store with a firearm to check in at the front register so the gun can be examined before going into the store
- We train our employees to deny the sales of guns or ammunition to anyone appearing under duress or under the influence of drugs or alcohol
- For customers leaving the store with a firearm, it is our policy to escort them to the front door
- We work closely and regularly with the local ATF bureau to ensure that we are in 100% compliance with all gun laws
- We offer several firearm safety courses each year
- Safety is a huge element of the curriculum for our hunting and shooting courses
- Unlike many gun shops, we offer background checks for the private sales
- Our customers recognize us primarily as a resource for hunting gear and apparel, not modern sporting rifles or handguns
- We conduct comprehensive background check per State and Federal law...in addition, we fully empower our employees to turn down any prospective gun buyer if they seem visibly upset, are impaired, or for any other reason whatsoever

With regard to your LGBT question, L.L.Bean does not take a position on social policy issues unless we believe there is an overriding business or economic need. L.L.Bean has a strict non-discrimination policy. Our employment application states, "L.L.Bean will provide equal opportunity to all persons without regard to age, race, religion, color, sex, sexual orientation, national origin, or physical/mental disability in hiring, placement, promotions, salary determination, or other conditions of employment." Additionally, L.L.Bean offers domestic partner benefits. These same sentiments apply to the entire L.L.Bean community...our

employees, as well as our customers, the many non-profit organizations we support and our business partners. We leave issues like gay rights to the individual minds and consciences of our customers, shareholders and employees. To be sure, many of them have strong feelings, pro and con, about gay rights and many other issues. The nearly 5,000 employees and shareholders associated with the company cover the entire spectrum of opinions on social and political issues. We have always believed that if an individual chooses to support a particular social policy agenda, it is his or her own business. However, as a business we do not tolerate discrimination or harassment.

I hope this response is helpful and again, thank you for taking the time to share your thoughts with us.

Sincerely,

Carolyn Beem
Manager, Public Affairs