



Customer Service Heroes

The following associates were identified as associates who, through their actions, represent the best in customer service. These associates recognized situations where customers needed extraordinary service and they stepped in and delivered. We are proud that these individuals choose to work with us at Wilsons Leather.

Kelly Junemann – MT #3154 – Chicago, IL

It's early summer and our stores are in heavy clearance mode. S.W.A.T. selling (Sell What's Available Today) is never more important than when you're working with clearance goods. Kelly really understands how to Discover the customer's needs and stay focused on S.W.A.T. selling! A customer was returning to her home country after living in the USA for five years. She was shopping for gifts to bring back for her friends and family. Kelly kept asking the customer who else she needed gifts for and enthusiastically helped the customer pick out styles that they'd like. As time passed the jackets began to pile up. To keep things moving Kelly pulled a cart into the store and after a while it was stacked over her head! Kelly stayed with the customer, asking more questions and discovering more people that needed gifts! Kelly and the customer had a great time working through the store — Kelly kept finding the customer the best deals for her money and trying on jackets so she could see how they would look on her friends and family. Kelly took extra time to determine what the woman was looking for, helped her pick out styles that she liked, stayed completely focused on discovery and engage and by the time she was done the customer had more bags than she could carry! The customer had a great buying experience and left the store a couple hours after she came in with 51 items for over \$3,000.00! Kelly even helped her carry the load out to the car! Congratulations, Kelly, for showing that even when you've "made the sale" you still should ask the gift shopper who else they need to buy for. You never know what will happen if you continue to work on discovery!

Heather Sabin – SSM #2824 – Eugene, OR

Great service happens every day at Wilsons Leather. Associates are always surprised when they are recognized for outstanding service, saying, "I was just doing my job. Anyone else would have done the same thing." Everyone has the opportunity to be a customer service hero — they just have to do the right thing for the customer! Heather went beyond the ordinary to help a customer and resolve what could have been a difficult situation. We only discovered this story because she submitted mileage expenses for \$109.13. What was the reason for the expense? Picking up a coat for a customer. The customer had done a charge/send from another store but was sent the wrong size. He called store 2824 and talked to an associate who assured him that the correct size was in the store. The customer drove two and a half hours to make the exchange and when he got to the store they did not have the size he needed — and he was leaving the country in just a couple of days! Heather located the item at a store two hours away, told the customer she would take care of everything and then picked up the item and delivered it to the customer. She was not even going to turn in the expenses but her DSM, Carla Davis, said that she should. The solution to this customer problem cost more than we made on the sale, but it was the right thing to do to take care of the customer.

Sam Binkeiwicz – Sales Associate #2681 – Wilmington, NC

Here are some excerpts from a letter we received from a customer regarding Sam. Sam's example demonstrates how sincere interest and courtesy are so well appreciated by customers and result in top-box scores. My experience at your store was fantastic, well beyond what I expected. I entered the store just before closing time. The moment I walked in the door, the two people working stopped to greet me. They were not pushy but let me know that if I needed any help they were there. I had my three-month old daughter in my arms and when I picked up a leather jacket one-handed Sam came right over to offer assistance. When I asked the price, instead of just assuming, he looked up the cost to be sure. Once I'd decided on my purchase he informed me that perhaps I should try it on, because going by the size did not always ensure a proper fit. When I replied that I would have to return the next day when my arms were not so full, he told me that the other associate would be happy to hold my daughter so that I could try on the jacket. The associate who held my daughter was gentle with her and extremely patient while I tried on the jacket. Trying it on turned out to be a good idea because it was a little too big — I would have gotten the wrong size! Only another mother who has been in my position can truly appreciate how much of an inconvenience it can be to shop with a baby in arms. However what these associates did not know was that, although I truly wanted what I purchased and I had come to the mall specifically for the items I bought, I may not have returned the following day, if ever, after that night. I am a recently widowed, young mother of six, and for me to come to a store with only one child in tow is a rarity. Shopping with six children, albeit well behaved I'm told, is a trial for which I rarely have the patience. Even though I live in the subdivision right behind the mall, I've been in there perhaps all of three or four times in the past year. That evening I went to the mall for one purpose, to go to your store, and that's exactly what I did. I went to Wilsons Leather, made my purchase and went right back out. It was so late that the Food Court where I entered was already closed for the night. The conduct of your two associates, one I suspect was a manager, was exemplary. Thank you for the wonderful shopping experience. I will remember it every time I put on my jacket, and use my attaché case.

In every situation above it might have been easier to not do what these three heroes did. However, by stepping up and showing a sincere interest in the needs of the customer, these three associates set an example for us all. Going beyond the ordinary makes all the difference for the customer and for Wilsons Leather.

Besides this embarrassing article in the *Update*, we offer a sincere thank you to each of these associates, plus an additional \$200 in their paycheck this week as an added reward for showing us all the way to care for the customer.

Wilsons Leather

New Looks Fall '07





Brands Are In Store for JULY & AUGUST

For months now you've been hearing how we are going to change the outerwear offering in our stores to feature nationally recognized brands. Well, the time for talking is over and the brands are rolling in! To support our new branded apparel initiative we have new graphics, new in-store merchandising strategies and, most importantly, new brands that will attract new customers and resonate with our loyal Wilsons Leather customers. The new branded apparel will heighten our appeal to our targeted customers — Gen X and Young Boomers — with Classic, Contemporary, and Cool merchandise.

Branded merchandise will begin arriving in stores over the next few weeks as we ramp up to our mid-August brand launch.

| MALL STORES |

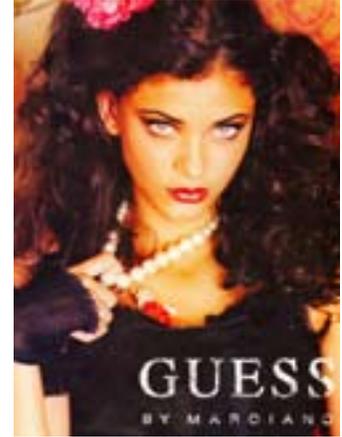
We are bringing in prestigious department store brands that will attract new customers! Every mall store will be featuring women brand. While we will be price competitive with department stores, we will earn the customers' business with our broader assortment, product intelligence, and superior customer service.

KENNETH COLE REACTION

Modern. American. Accessible. Metropolitan. Kenneth Cole Productions evolved in New York City and is the brand of choice for contemporary urban professional men and women. Kenneth Cole Reaction appeals to professionals who desire the fashion direction and lifestyle of a status brand. Kenneth Cole is a brand for the contemporary customer and displays their fashion savvy and confidence.



“Do you have to go somewhere to leave an impression?”
– Kenneth Cole



GU

Adventurous. international fashion. human form. attention to detail. cut and fit. GUESS every sense. GUESS the body for a young customer seeking of striking fashion customer.

“The idea is healthy...fun”
– GUESS?

Calvin Klein

The Calvin Klein brand sets the tone of elegance and modern sophistication for adults. Calvin Klein Leather for men and women reflects Calvin Klein's design esthetic of minimalist streamlined new-basic designs that become wardrobe staples. Calvin Klein is a design and fashion icon for the classic to contemporary customer.



“I've never been one to see women in ruffles and all kinds of fanciful apparel. To me it's just silly.”
– Calvin Klein



Sean

The SEAN JOHN brand is a 60 select high fashion Sean “P. Diddy” Combs sense of style into Combs created the void in the market fashion forward clothing urban sensibility and inspired by Mr. Combs diverse personal style

“It's not just a label”
– Sean John

| OUTLET STORES |

's and men's styles in every
ent, unsurpassed leather and

GUESS

Sexy. All-American with an
lair. GUESS? celebrates the
GUESS? is defined by great
tail and a European passion for
GUESS? is original and modern in
GUESS? styles are cut close to
young, athletic and adventurous
ing the excitement and sizzle
ion. This is a brand for the cool

un...sexy."

John

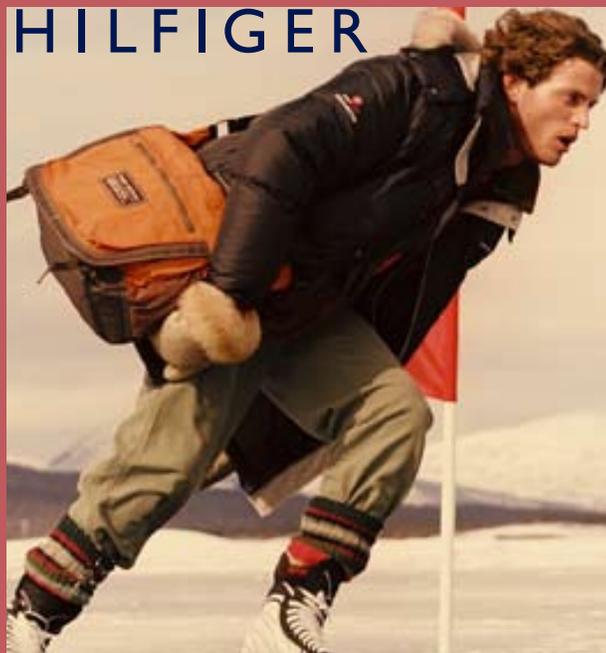
and will be featured in 50 to
hion urban store locations.
mbs incorporates his acute
every aspect of his life. Mr.
SEAN JOHN line to fill the
for well-made, sophisticated,
othing that also reflects an
nd style. The products are
mbs' image and reflect his
le.

l...It's a lifestyle."

The brands in outlets are fashion classics that are well known to the outlet shopper. In most centers we will be the exclusive retailer of leather from these powerhouse brands. We offer tremendous value for the consumer, especially when compared to fabric products offered elsewhere. Our outlet store brands are gender specific – playing to the strengths of the brands with their established customer base.

TOMMY HILFIGER

The Tommy Hilfiger brand combines fresh American style with unique details to give time-honored classics an updated look for men who desire high quality, designer apparel at competitive prices. The Tommy Hilfiger brand has been built on a powerful design philosophy bringing a fresh perspective to traditional, all-American styling. Tommy Hilfiger leather outerwear emphasizes "classics with a twist".



NINE WEST

Nine West is a total lifestyle brand offering runway looks interpreted into real life fashion. Nine West is dedicated to the Nine West woman. She's smart, sophisticated, elegant, and chic. Someone who loves fashion and appreciates good quality without compromising on price. Nine West is a trusted fashion advisor for the classic to contemporary woman.