



Gap partners with America's ambassador of individuality, Ellen DeGeneres, and her new lifestyle brand, ED, to celebrate girls being their own heroes

The iconic brand and America's favourite talk show host are launching GapKids x ED; an apparel collection and social movement supporting the strength and power of girls

SINGAPORE – July 9, 2015 – Gap, the classic American clothing brand, today revealed a partnership with Ellen DeGeneres' new lifestyle brand, ED. The ED brand, consisting of women's apparel, accessories and decorative home, is inspired by the iconic style, values and personality of DeGeneres. GapKids x ED is an apparel collection and social movement designed to help all girls realise they have the power to do extraordinary things. The collection will be available at VivoCity, United Square and Wisma Atria in end August 2015.

"We know our customers love Ellen as much as we do," said Jeff Kirwan, Gap Global President. "And we couldn't be more pleased to be partnering with her on our GapKids x ED collection. We look forward to launching the collection in time for back to school as it enables us to champion girls in a way that continues to be true to our brand's heritage, which has long stood for supporting youth in a way that unleashes their potential."

"I am thrilled that my lifestyle brand, ED, is partnering with Gap to encourage young girls to pursue their passion, whether it's math, science, sports, the arts," said DeGeneres. "Following my passion allowed me to be exactly who I am today - a talk show host with a vibrant side business as a party mime."

About Gap

Gap is one of the world's most iconic apparel and accessories brands and the authority on American casual style. Founded in San Francisco in 1969, Gap's collections are designed to build the foundation of modern wardrobes – all things denim, classic white shirts, khakis and must-have trends. Beginning with the first international store in London in 1987, Gap continues to connect with customers online and across the brand's more than 1,700 company-operated and franchise retail locations around the world. Gap includes Women's and Men's apparel and accessories, GapKids, babyGap, GapMaternity, GapBody and GapFit collections. The brand also serves value-conscious customers with exclusively-designed collections for Gap Outlet and Gap Factory Stores. Gap is the namesake brand for leading global specialty retailer, Gap Inc. (NYSE: GPS) which includes Gap, Banana Republic, Old Navy, Athleta and Intermix. For more information, please visit www.gapinc.com.

About ED

ED is an American lifestyle brand inspired by the iconic style, values and personality of founder, Ellen DeGeneres. With a passion for interior design, architecture and fashion, Ellen brings her unique vision to this beautifully designed, high quality collection of women's apparel,

AN INDEPENDENTLY OWNED AND OPERATED FRANCHISE OF GAP STORES

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accessories and decorative home. The lifestyle brand is real, accessible and every product feels like a personal connection between Ellen and consumers around the world. ED was launched in June 2015 exclusively on EDbyEllen.com.

About F J Benjamin

F J Benjamin Holdings is a leader in building brands and developing retail distribution networks for international luxury and lifestyle labels across Asia. For more information, please visit www.fjbenjamin.com.

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