



FACT SHEET

GAP, INC.

The beginning

In 1969, Doris and Don Fisher opened the first Gap store in San Francisco. Prior to opening the store, Don struggled to find a pair of jeans that fit. With determination as a driving force, the Fisher's created their first Gap store and could not believe the overwhelming receptivity of their customers. This single store grew to be a leading international specialty retailer with five brands that are now growing globally.

About

- **Founded:** 1969 in San Francisco
- **Headquarters:** San Francisco Bay Area
- **Staff:** 132,000 employees worldwide
- **Brands:** Gap (including GapKids, GapBody, babyGap, and GapMaternity), Banana Republic, Piperlime, and Athleta
- **Franchise stores:** More than 200 stores worldwide, including locations in Asia, Australia, Eastern Europe, Latin America, the Middle East, and Africa
- **Company-operated stores:** More than 3,000 stores located in the U.S., U.K, Canada, France, Ireland, Italy, Japan, and China.
- **Online stores:** Customers in about 90 countries are able to shop online at www.gap.com

Fun Facts

- When Gap first opened in 1969, a pair of jeans cost \$7!
- When the first Gap store in the U.K. opened in 1987, it became the first store to open outside of the U.S.
- A bar in Paris inspired the name for Gap's Old Navy brand.
- In 1994, the first Gap Factory Outlet was established.

For more information, please visit our company website at www.gapinc.com.

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