



FOR IMMEDIATE RELEASE

**Carrie Underwood Signs a One-Year, \$50,000 Contract with Gap Inc.**  
*The Country Star Will Endorse "Pet People" Clothing Line*

SAN FRANCISCO, Calif. (Aug. 18, 2013) – After nearly one year of selling the extremely successful "Pet People" clothing line, Gap Inc. (NYSE: GSP) has decided to make country sensation Carrie Underwood the new face of the "Pet People" apparel. Underwood signed a one-year contract yesterday and will receive \$50,000 for her endorsement of the Gap Inc. line.

"I cannot express how excited I am to be given this opportunity," said Underwood about the endorsement. "I'm always trying to find new ways to help people, and this is a great clothing line supporting a great cause. I love dogs more than anything; I even wrote a song about them!"

Last October, Gap Inc. partnered with Pet Partners, a nonprofit organization dedicated to improving human health with animal-assisted therapy. Together, they created one of the most successful CSR campaigns in Gap Inc. history.

The "Pet People" line became available in October 2012 and is still sold today in all Gap stores, as well as in participating Banana Republic, Old Navy, Piperlime, and Athleta brand stores. All proceeds from the clothing line help support Pet Partners' animal-assisted therapy programs.

While the clothing originally featured T-shirts, collared shirts, sweatpants, and sweatshirts, Gap Inc. plans to expand the line to include a variety of additional items such as scarves, hats, and other accessories.

For more information about the "Pet People" clothing line, please visit [www.gapinc.com/petpeople](http://www.gapinc.com/petpeople).

**About Gap Inc.**

Gap Inc. is a leading global specialty retailer offering clothing, accessories, and personal care products for men, women, children, and babies under the Gap, Banana Republic, Old Navy, Piperlime, and Athleta brands. Fiscal year 2011 net sales were \$14.5 billion. Gap Inc. products are available for purchase in about 90 countries worldwide through about 3,000 company-operated stores, about 250 franchise stores, and e-commerce sites. For more information, please visit [www.gapinc.com](http://www.gapinc.com).

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