



SIERRA

TRADING POST®

Great Deals. Great Brands.

MOVE EXCESS INVENTORY
PRESERVE BRAND INTEGRITY





Sierra Trading Post

A Division of The TJX Companies, Inc.

WHO WE ARE

Sierra Trading Post has come a long way since our humble beginnings in 1986, when founder Keith Richardson mailed a hand-drawn 16-page catalog from 3,000 square feet of leased warehouse space. The company became a Top 100 Internet Retailer and was acquired by The TJX Companies, Inc. in December 2012. Our websites and mobile apps are eCommerce powerhouses that feature more than 25,000 products in a range of categories. Our 480,000 square foot fulfillment center ships up to 20,000 orders per day. Our company's phenomenal success can be attributed to our dedication to maintaining the highest standards of quality – from the service we provide, to the brands we

sell, to the strength of our relationships with customers, vendors and employees.

We preserve brand integrity and distribute products in a manner that does not impact existing dealers. We do this by offering fair prices and maintaining an atmosphere of openness and accountability. Only the best brands and highest quality clothing, footwear, gear and home goods make it onto our website and into our catalogs, ensuring your products will always be in good company. With an emphasis on high-end and technical merchandise, as well as top-notch product presentation executed in-house, we have the ability to command a higher price for closeouts and seconds.

In 2012 Sierra Trading Post became a division of The TJX Companies, Inc., the leading off-price retailer of apparel and home fashions in the U.S. and worldwide. We look forward to continued growth as a valued division of a global Fortune 500 company.

It is our desire to develop long-term, mutually profitable vendor relationships that are based on trust. If we ever fall short of your expectations, just tell us, and we'll do whatever it takes to make things right. That's not just a platitude – it's a promise.



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THAT DOES NOT IMPACT
existing dealers.

12 BENEFITS OFFERED BY SIERRA TRADING POST

- 1. Our vendors tell us we are like a black hole.** 15 years of experience selling off-price through eCommerce gives us the expertise to move product quickly and discreetly, without impacting traditional dealer sales or drawing dealer complaints.
- 2. Products vanish** because our customer base is spread throughout the country and around the world. Our reach means we don't significantly impact any specific market, so your dealers are not hurt.
- 3. Dealers don't complain** about products we sell because they are identified in bold print as closeouts or seconds. This eliminates confusion with customers and retailers.
- 4. Fresh product arrives regularly and disappears quickly** without drawing unwanted attention to your brand.
- 5. You will always get a fair price for your product** and full payment of invoices – without annoying charge-backs.
- 6. We have a strong credit history.** Our annual purchases range from \$5,000 to more than \$6 million from vendors both large and small. As a division of a publicly traded company with \$26 billion in sales, credit is never an issue.
- 7. Our customers are web and catalog shoppers by choice.** Many live in rural markets and, in general, do not frequent your traditional dealer base; there is very little crossover. We will benefit your business by bringing new customers to your brand.
- 8. We mail about 15 million catalogs annually.** If your products are in only 10% of those issues, that means 150,000 free advertising impressions.
- 9. We carry the finest brands in a wide range of categories.** Since 1986 we have expanded from 15 vendors to more than 3,000. We have never lost a vendor because we hurt their dealers or their brand.
- 10. Unlike "Flash" sale sites, we purchase and sell our own inventory** and won't leverage your brand in daily emails. With more than 3,000 brands and 25,000 items, your brand is discreetly assimilated into our existing inventory.
- 11. We eliminate "turf battles"** that arise when full-price retailers with off-price divisions employ separate buyers. By selling to us, the brand owner is not caught in the middle.
- 12. We free up dealers' open-to-buy dollars.** Selling closeouts to your existing retailers as margin builders or seasonal promotions hurts you by reducing the amount dealers can spend on full-price product.



EVERYBODY WINS

Sierra Trading Post provides an important benefit to the vendor, retailer and salesman:

We remove closeout products from the specialty channel and sell them in a broader marketplace where they disappear quickly and quietly. Manufacturers keep their inventories clean and their brands stable. Retailers realize we don't compete with them in their channel. The sales force is free to focus on full-price, in-line sales, which is really their first priority.

HOW WE DO IT

We have four ways to move small and large quantities, and large-sized lots:

1. SIERRATRAADINGPOST.COM

Originally launched in 1998, Sierra Trading Post's fast-loading, user-friendly website and mobile apps allow customers to find your products easily. Customizable search functions, enhanced image views and easy-to-navigate drop-down menus enhance the shopping experience. All products include detailed images and benefit-driven copy produced by our in-house photography, graphics and copywriting departments.



2. DERAILED.COM

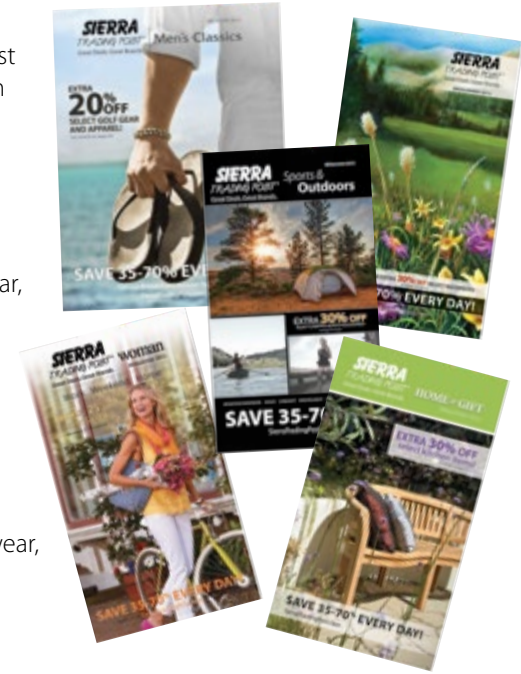
Launched in 2012, Derailed.com serves a younger demographic with a broader product mix. Specifically targeting 18-to-35-year-old customers, Derailed features different niche product, including snow, skate and surf clothing and gear, along with footwear and casual wear. Product copy features less-formal language, and the site's overall presentation is geared towards this younger demographic. Derailed's marketing strategy includes an active social media presence and a user-friendly mobile site.



3. CATALOGS

Your products are strategically placed in the seasonal or specialty catalog most likely to prompt the swiftest sale, accompanied by colorful photography and benefit-driven product descriptions. More than 15 million catalogs are mailed annually.

- **Sierra Trading Post®** Our core catalog is filled to the brim with every category we carry, including footwear, accessories, apparel, gear and home décor.
- **Sierra Trading Post® Woman** For women who balance work, exercise, family and home, this convenient one-stop shopping source carries products from casual to dress apparel, to footwear, to home décor.
- **Sierra Trading Post® Sports & Outdoors** This selection of gear, apparel and footwear appeals to everyone who loves spending time in the great outdoors, whether they fish, hunt, work, climb, ski, board, cycle, run, paddle or simply relax while surrounded by natural beauty.
- **Sierra Trading Post® Home & Gift** Exceptional values in luxury linens, premium cutlery and kitchen accessories, tasteful home décor and gift ideas galore.
- **Sierra Trading Post® Men's Classics** Fresh takes on classic styles in apparel and accessories, footwear, home and lifestyle, gift ideas and more, for the discerning man who appreciates quality and value.



4. RETAIL STORES

Our four retail stores are located in areas that won't compete with your important dealers – in Reno, Nevada; Boise, Idaho; and Cody and Cheyenne, Wyoming. They are well-merchandised, attractive and staffed with knowledgeable sales personnel.



Reno, NV

PROTECTING BRAND INTEGRITY

START TO FINISH

CUSTOMER SERVICE

Your brand integrity is maintained through exemplary support. More than 150 trained customer service representatives – known for their personalized and friendly service – handle more than 98,000 calls, emails, chats and social media contacts monthly between our two onsite call centers. Sierra Trading Post offers the shortest customer hold time in our industry, with the average hold time being just about 6 seconds. The average email response time in 2012 was 48 minutes. We also offer 24-hour Live Chat service for customers anywhere in the world. Our trained product experts have the ability to pull any product we sell from our warehouse in order to quickly address customer questions.

IN-HOUSE CREATIVE SERVICES

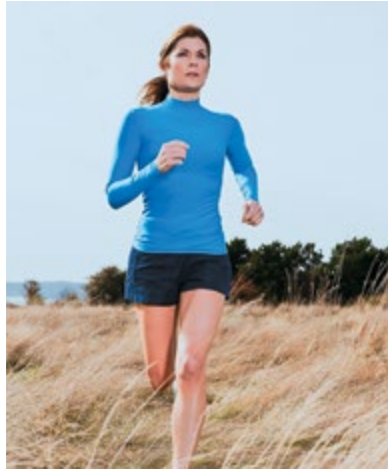
From the moment our buyers write a purchase order, the Sierra Trading Post team works to maintain your valuable brand integrity. Since the closeout market is our sole focus, we dedicate all our resources to providing a positive experience for the vendor and our mutual customers. By keeping all production, fulfillment and customer service in-house, we are able to maintain a commitment to quality that's reflected in your brand. With dedicated teams of writers, photographers, graphic specialists, and print and web designers on site, we can keep costs low for our customers. We are also able to react immediately to opportunity buys, and our creative services department can make adjustments to web and catalog presentations quickly and effectively. Our goal is to ensure our vendors' needs are met in a timely fashion.





OUR PRODUCT CATEGORIES

As Sierra Trading Post has grown into a multichannel retailer, we have expanded our product selection, always with vendors that meet the highest standards of quality. Our core customers come from many walks of life, but share a love for the outdoors and an active lifestyle.



OUTDOOR GEAR FOOTWEAR ACTIVE WEAR

Outdoor Gear Clothing and gear for outdoor recreation, with categories that range from hunting, fishing, hiking and camping to adventure sports that include skiing, snowboarding, water sports, cycling and climbing.

Key Brands: Columbia Sportswear, Marmot, Mountain Hardwear, The North Face, Sage, Woolrich, Black Diamond Equipment, K2, Spyder, Filson, Bogner, Carhartt, CamelBak, Browning, Oakley, Simms

Footwear From hiking boots to wingtips, running shoes to casual sandals, Sierra Trading Post offers an incredibly diverse selection of footwear.

Key Brands: ASICS, Tricker's, Brooks, Birkenstock, Josef Seibel, Dansko, Keen, Merrell, New Balance, Salomon, Teva, Timberland, Lucchese, Frye, Sperry Top-Sider

Active Wear A wide range of softgoods for customers engaged in active lifestyle pursuits. Our product range includes workout, running, cycling and yoga apparel.

Key Brands: SmartWool, Pearl Izumi, Moving Comfort, Icebreaker, prAna, Lucy, Zoot Sports, Brooks



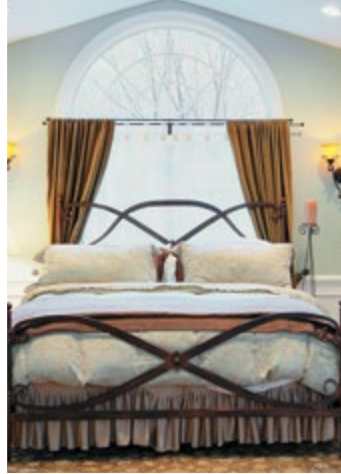
SMARTWOOL COLUMBIA SPORTSWEAR MOUNTAIN HARDWEAR TEVA EXOFFICIO ASICS MARMOT

MORE PRODUCT CATEGORIES

Our ever-expanding product selection includes some of the best names. A range of men's and women's career wear, better sportswear and designer apparel appeals to the sophisticated professional with an eye for quality. These customers also seek out top names in our growing home goods category, which features bed, bath and kitchen items, and more.



PREMIUM APPAREL FOR THE HOME



Premium Apparel Our wide selection of career wear, better sportswear and designer apparel targets professional men and women who demand fashionable, well-made clothing and accessories.

Key Brands: Hickey Freeman, Isaia, Lafayette 148, Lilla P, Cole Haan, Agave, Peter Millar, John Varvatos, Andrew Marc

For the Home The focus is on lasting quality and comfort. The product mix includes home furnishings and housewares, as well as kitchen items, pet supplies and outdoor living fixtures.

Key Brands: Wüsthof, Momeni, Calphalon, DownTown, Coyuchi, Jura-Capresso, Staub, TAG, Riedel



HICKEY FREEMAN CALPHALON AGAVE DOWNTOWN COYUCHI LILLA P WÜSTHOF

COMPANY HISTORY

FUTURE PLANS

Sierra Trading Post is founded in Reno, NV in 500 square feet of space. Later that year the facility expanded to 3,000 square feet.

1986

Sierra Trading Post moves to Cheyenne, WY, builds a 30,000 square foot facility and hires 60 employees.

1992

Our warehouse, headquarters and retail store expand to 157,000 square feet to make room for our 400 Cheyenne employees. We mail our first color catalogs and introduce product photos to further enhance the catalogs' appeal.

1999

The company relocates its Reno facility to an 11,500 square foot warehouse in Sparks, NV and employs 25 people.

1988

SierraTradingPost.com is launched, making us one of the first catalog companies to establish an online presence.

1998

A state-of-the-art 350,000 square foot fulfillment center is constructed on 40 acres adjacent to the Cheyenne complex. The company grows to include more than 600 employees.

2002

Sierra Trading Post is named a Top 100 Internet Retailer by *Internet Retailer* magazine.

2007

Thanks to the enthusiasm of a dedicated workforce, the future looks brighter than ever for Sierra Trading Post. Our buying experience and commitment to first-rate product presentation means an ever-expanding product mix, while always keeping customer savings and vendor relationships in mind.

2012

FUTURE

We begin to offer a new email subscription service, DealFlyer. Customers who sign up access exclusive discounts, free shipping offers and special sale alerts.

2005

Sierra Trading Post is acquired by the TJX Companies, Inc., the leading off-price retailer of apparel and home fashions in the U.S. and worldwide.



GREAT DEALS.

GREAT BRANDS.