

Here to help... always

Dear Friends,

March 24, 2020

There has rarely been a time with more uncertainty in our modern history. The COVID-19 situation has affected every American in some way, with our hearts going out to those having been diagnosed with the virus. We are working with a deeper sense of purpose than ever to help us all stay strong today and be prepared for the day when business resumes. In this ever-changing environment, we want to pass along a few things that you can count on from Briggs & Riley.

- **Our #1 priority is ensuring the well-being of our employees, communities and customers:**

We are committed to ensuring the health of our team, our communities, and your employees by having our entire North American staff remaining in the safety of their homes. Our team will only travel once the "all clear" is issued and your stores are open and ready for them. Meanwhile, our company is in full force and working as normal from home with all the necessary latest telecommuting technology. We haven't missed a beat in running the business and are available to help.

- **US Luggage is operationally and financially sound to help us all weather the downturn:**

As a thoughtfully run family business we are well positioned to manage our business through this crisis. All our warehouses are operational at this time and we have taken steps to ensure the safety of our warehouse teams and the shipping process. Warranty repair work is being handled by our NY repair team, as our California repair center is closed. We will keep you updated on any operational changes if additional steps are mandated by local governments.

- **We continue to "reality engineer" new ways to support you, our brick-and-mortar partners, in this unique time-of-need**

The impact of the COVID crisis cannot be understated as travel goods retailers feel the pain of both shuttered retail stores and vastly decreased travel. To help, we are putting on our "Reality Engineering" glasses to create new solutions to get our retail partners through this downturn and to thrive later.

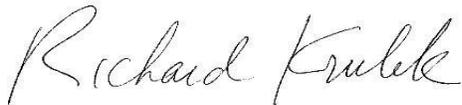
- We have lowered our free freight programs to half their normal thresholds.
- Call or email our AR team regarding your payables. They are ready and willing to work with you to help. Open lines of communication are especially important for today as well as for the future.
- We will make Baseline Plum **exclusive** for you- our brick & mortar retailers- and therefore unavailable for our E-Commerce retailers when it launches later this year.
- We are providing you the flexibility to adjust all New 2020 Product orders before the ship date
- We are working to develop some unique events and programs exclusively for our brick-mortar retailers to help you quickly generate profitable sales and have an advantage over e-com retailers once stores re-open and nation-wide travel resumes.
- We are forming a "specialty retail advisory task force" to include several specialty retailer owners to help us craft new programs and ideas to help your stores succeed today and when stores reopen.

We are eager and open minded for any suggestions you have on other ways to help you.

- **There has been some great shared insight and suggestions from our retailers to help us all:**
 - Ask for some temporary rent relief from your landlord, and then keep asking.
 - If you have an e-commerce business make sure to merchandise and manage your on-line offering every single day of the week to keep competitive and keep sales going.
 - While people are staying home, focus your efforts first and foremost on your local community for support. Offer to sell gift cards on-line or by phone for revenue today and store traffic later.
 - Visit the Small Business Administration web site for details on loans and funding for businesses. Check it regularly for new programs that may arise.
 - Use this time to build your customer database and keep in touch with customers through social media, phone calls or emailing to just let them know you're here to help when they might be traveling. At some point, people will want to get back to a normal way of life and there will be a big pent up desire to get away on a trip.
 - Keep a positive outlook- your mindset will often dictate the outcome.

While none of us knows exactly what the future may hold, we feel confident that by working together, communicating regularly, and supporting each other we'll create smart solutions and emerge from this stronger than before.

Thank you for your business and loyalty,

A handwritten signature in cursive script that reads "Richard Krulik". The signature is written in black ink and is positioned above the printed name.

Richard Krulik