

LEATHER CENTER®

No. 1 In Leather Seating!

Date: April 16, 2001

Louie Rago
The Italian American Human Relations Foundation of Chicago
7751 West Irving Park Road
Chicago, IL 60634
Phone: 773.276.7800

Reference: Leather Center Apology to the Italian Community & Chicago

Dear Louie;

On behalf of Leather Center I would like to apologize to the Italian community of Chicago and fellow Italians across the country. It was my sole responsibility on the recent creative seen in our most recent ad featuring Italian Leathers. The ad has been pulled and I made a gross mistake in not showing more sensitivity.

Being raised from a Sicilian family I now concur with you that we must educate all generations towards politically correct terminology's and that old references are no long acceptable. Please let me extend the creative services of my department in creating a logo for your foundation.

From this point on lets build a relationship and system. We will set up an approval system for the "Italian American Human Relations Foundation of Chicago" and the "National Italian American Foundation". We will then host both of your logo's anytime we offer Italian leathers to heighten the awareness and education of your foundations across the nation.

Sincerest Apologies and Many Regards,



Adam Cox
Advertising Director: 972.417.2254

cc:
Juan Leon; C.E.O./President of Leather Center
George Borck; Executive Vice President of Retail Operations
Fernando Sanchez; Executive Vice President of Marketing

No. 1 in Delivery No. 1 in Leather Sectionals No. 1 in Nationwide Customer Service No. 1 in Premium Leather Selections No. 1 in Quality