

Abercrombie & Fitch Increases Support of Anti-Bullying Efforts and Launches College Scholarship Program

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Today Abercrombie & Fitch Co. (NYSE: ANF) announced a series of initial steps to broaden its support of anti-bullying organizations and provide college scholarships for high school students who have demonstrably fought against bullying.

"We've listened to the conversations and heard the message and, as a company, look forward to increasing our commitment to anti-bullying efforts," said Mike Jeffries, Chairman and Chief Executive Officer of Abercrombie & Fitch. "We are fully committed to fostering a culture of diversity and inclusion – one in which no young person should ever feel intimidated, especially at school, whether for the clothes they wear, or because someone perceives them as different."

Abercrombie & Fitch will offer college scholarships for outstanding students who academically persevered while experiencing bullying, and those who have led the fight against bullying in their schools and communities. The scholarships will be administered by the National Society of High School Scholars (NSHSS) Foundation, which is based in Atlanta, GA. The NSHSS has members in over 160 countries.

"We are proud to offer college tuition assistance to individuals who have been victims of bullying, yet have found ways to achieve academic success, as well as those who have advanced the anti-bullying cause," said Todd Corley, Abercrombie & Fitch Senior Vice President of Diversity and Inclusion.

These renewable scholarships will be available to high school graduates beginning with the class of 2014. To help select the scholarship recipients, A&F is assembling an advisory committee, which will include 17 year-old activist Cali Linstrom, chosen for her courage and strength in the fight against bullying and Dr. Joel Haber, a renowned expert on anti-bullying and cyber-bullying, who was an advisor to the 2012 documentary film "Bully."

Additionally, with support from Abercrombie & Fitch, Linstrom will lead a series of conferences this fall in high schools across the country that will help educate students on the effects of bullying and how to prevent it.

"I'm proud to partner with Abercrombie & Fitch in launching a nationwide anti-bullying campaign. As a teenager in high school, I witness forms of bullying every day and see how damaging the matter really is. I'm elated to help develop a program with a company dedicated to doing something this progressive. I believe the results of this program will be incredibly empowering to a vast number of young people," said Cali Linstrom.

Concurrently, Dr. Haber will provide ongoing consulting to Abercrombie & Fitch executives to identify issues adversely affecting the lives of young people. The goal is to extend the company's longstanding support of efforts to improve the health and wellness of youths through partnerships with hospitals and nonprofit organizations.

"On behalf of more than 95,000 Abercrombie & Fitch associates around the world, we pledge our best efforts to help end bullying and support groups and individuals, like Cali Linstrom, who are working to accomplish this goal," Jeffries added.

About Abercrombie & Fitch

Abercrombie & Fitch (NYSE: ANF) brings All-American style to customers around the world through timeless apparel and a youthful lifestyle. Founded in 1892 as Abercrombie Co., the company operates 1,053 stores across four unique lifestyle brands – Abercrombie & Fitch, abercrombie kids, Hollister Co., and Gilly Hicks. Based in New Albany, Ohio, Abercrombie & Fitch operates retail stores across the U.S. and 19 other countries, as well as four distinct e-commerce sites: www.Abercrombie.com, www.abercrombiekids.com, www.HollisterCo.com and www.GillyHicks.com.

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