

Limited brands

LIMITED BRANDS PRESENTS DIVERSE SUPPLIERS WITH SPECIAL RECOGNITION AWARDS

Columbus, Ohio, (June 10, 2010) — At the fifth annual Limited Brands Supplier Diversity Awards event, the following suppliers were presented with the 2009 Diverse Suppliers of the Year and Partners in Supplier Diversity awards:

Diverse Supplier of the Year

- **Arminak & Associates**
- **Abaco Corporation**
- **State-Wide Delivery Service, LLC**

Partners in Supplier Diversity

- **Accel, Inc.**
- **Vee Pak**

The Diverse Supplier of the Year award recognizes certified diverse suppliers for their outstanding performance in supplying products and/or services to Limited Brands.

Arminak & Associates (Azusa, Calif.) produces customized anti-bacterial lotion and foamer pumps for the company's Bath & Body Works division. As a new supplier in 2008, the company quickly demonstrated its strengths in speed, reliability and cost. Charlie McGuigan, executive vice president of Global Sourcing and Logistics for Limited Brands, said, "They are a reliable supplier, hitting 100 percent of their quoted daily production rates, showing tremendous partnership with timely tooling for additional component capacity...their streamlined operation and attention to the details have made them a core pump vendor for our organization."

Abaco Corporation (Barnegat, N.J.) provides general store maintenance solutions including carpet refreshes, painting, flooring, plumbing and store lighting services to more than 200 of the company's stores on the East Coast. Ray Silverstein, senior vice president of Store Design and Construction for Limited Brands, commented, "Abaco has been an outstanding partner assisting our other suppliers in raising their standards by sharing expertise and best practices. Most recently, they have used their vast knowledge of marble flooring and took the lead on a Victoria's Secret flooring retrofit project, training other suppliers and helping to write the specifications for future flooring projects."

State-Wide Delivery Service, LLC (Columbus, Ohio) provides specialized logistics support to Limited Brands. Rick Jackson, executive vice president of Limited Brands Logistics Services, said, "Our brands and functions have recognized State-Wide Delivery service for their exceptional customer service and support. They have been able to provide same-day pickup and deliveries out of state when needed and allow us to leverage cost savings and flexibility in timing and project scope."

In addition to Limited Brands' Diverse Supplier of the Year awards, the company also honored Accel and Vee Pak with its Partners in Supplier Diversity award recognizing both companies for demonstrating their commitment to doing business with diverse suppliers in their own companies.

Accel (Lewis Center, Ohio) has been a supplier to Limited Brands for the past 15 years working primarily as a gift set assembly center. For 2009, Accel reported the highest percentage of direct spending with diverse suppliers.

Vee Pak (Countryside, Ill.) has been a partner for the past 10 years as a contract filler of personal care products for multiple brands throughout the company. Vee Pak reported the highest dollar volume of direct spending with diverse suppliers.

"We appreciate the commitment both Accel and Vee Pak made this year to support our diverse spend reporting program," said Abigail Kofete, manager of Supplier Diversity. "It's great to work with suppliers that live our values surrounding inclusion in their own business practices."

Limited Brands has operated a Supplier Diversity program since 2003, and it has grown to include suppliers certified as small businesses, or that are owned by minorities, women, veterans or members of the lesbian, gay, bi-sexual and transgender communities. For more information about the Limited Brands Supplier Diversity program, please visit www.limitedbrands.com/supplier_diversity.

ABOUT LIMITED BRANDS:

Limited Brands, through Victoria's Secret, Pink, Bath & Body Works, C.O. Bigelow, La Senza, White Barn Candle Co. and Henri Bendel, operates nearly 3,000 specialty stores. The company's products are also available online at www.VictoriasSecret.com, www.BathandBodyWorks.com, www.HenriBendel.com and www.LaSenza.com.

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