



Dear Valued Partner,

We hope that you and your communities are staying safe and healthy. From all of us at DENNIS, know that we have your well-being at the forefront of our hearts and minds. It really has been an incredible time for many of us – from across the country we are hearing stories of innovative learning and inspirational acts of generosity and kindness. It is safe to say that it has been a transformational time from both a personal and professional perspective.

As the clouds of uncertainty begin to part, we'd like to share with you how we are preparing to safely and thoughtfully serve your families this Summer. It is safe to say that uniform shopping will be a little different than past years. Our goal is to continue to deliver best in class service while simultaneously providing a safe shopping experience and environment for our customers and front-line employees.

We have developed a three-phase approach to ensure: (i) Parents feel safe shopping; (ii) Our employees feel safe and confident serving customers; and (iii) Students are in uniform on the first day of school.

**Phase 1: E-commerce Only. All stores remain closed to customer foot traffic. Present Day to June 15**

- We are anticipating a natural and substantial “shift” to online shopping. In preparation for this shift, we have made the following enhancements to our digital shopping experience: a refreshed customer interface, live chat and new “easy to use” tools to help select the “right fit and size”.
- All on Campus School Selling events are cancelled.

**Phase 2: E-commerce with Curbside Pickup. June 15 until safe to open our stores to customer foot traffic**

- Stores remain closed to customer foot traffic, but open for curbside pickup.
- Virtual Fitting Appointments prioritized for New students.
- All on Campus Selling events remain cancelled.

**Phase 3: Stores open. When Safe to open to customer foot traffic (State and City specific)**

Some of the planned changes to our normal store operations will include:

- Modified hours of operation to ensure enhanced cleanliness and safe social distancing
- Reduction of fitting rooms
- Keeping tried-on/returned merchandise off the sales floor longer than normal
- Health screenings for employees
- Providing face coverings for employees and recommending that customers wear a face covering when shopping.

To support our three-phase approach, we have added additional phone lines, staff, and extended hours to our Portland-based National Customer Service Team. We will be ready to answer questions and process an anticipated increase in phone orders and inquiries.

**We thank you for your partnership, support and understanding.** Over the coming days and weeks, we will communicate clear and consistent updates with both you and parents through email, social media and our website. Your cooperation in sharing applicable DENNIS updates with your teams and your families will be sincerely appreciated.

Please stay safe and healthy.

Sincerely,



Gary Serra, CEO, together with each member of our DENNIS family

DENNIS Uniform | 800.854.6951 | 135 SE Hawthorne Blvd. Portland, OR 97214 |  
[www.dennisuniform.com](http://www.dennisuniform.com)

