



# B ' N A I B ' R I T H I N T E R N A T I O N A L

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GARY P. SALTZMAN, PRESIDENT

DANIEL S. MARIASCHIN, EXECUTIVE VICE PRESIDENT

June 6, 2017

Edward S. Lampert  
Chairman of the Board, Chief Executive Officer  
Sears Holdings Corporation  
3333 Beverly Road  
Hoffman Estates, IL 60179

Dear Mr. Lampert:

On behalf of B'nai B'rith International, the most widely known Jewish humanitarian, human rights, and advocacy organization, we write to express our deep dismay over Sears' inappropriate line of "Free Palestine" apparel for commercial purposes.

Several shirts and sweatshirts sold on the Sears online retailer by Spreadshirt Inc. and City Shirts include a variety of prints with the language "Free Gaza" "Free Palestine" and "End Israeli Occupation." We are shocked and disappointed by the politicization of the Sears brand in promoting and selling this line of apparel. This ploy is a gross exploitation of the retailer, with a presence in thousands of communities across the country, to promote a political agenda. It is also insidious in its trivialization of the reality on the ground.

We condemn in the strongest terms the inflammatory politicization of Sears and subversion of this brand into a platform for anti-Israel bias. We call on Sears to immediately discontinue the sale of these products and reaffirm your commitment to protect the integrity of the Sears Holdings' brands.

Sincerely,

Gary P. Saltzman  
President

Daniel S. Mariaschin  
Executive Vice President & CEO

**THE GLOBAL VOICE OF THE JEWISH COMMUNITY**

[www.bnaibrith.org](http://www.bnaibrith.org)

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