



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

GARY P. SALTZMAN, PRESIDENT

DANIEL S. MARIASCHIN, EXECUTIVE VICE PRESIDENT

June 8, 2017

Philip Rooke
CEO, Managing Director
Spreadshirt Headquarters
Gießstraße 27
04229 Leipzig
Germany

Dear Mr. Rooke:

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 Spreadshirt's failure to reject an inappropriate line of "Free Palestine" graphic apparel for commercial purposes.

Several shirts and sweatshirts sold on the Spreadshirt online retailer and third party vendors, including Sears and Amazon, include a variety of prints with the language "Free Gaza," "Free Palestine," and "End Israeli Occupation," with the image of a fist raised in protest. We are shocked and disappointed by the politicization of the Spreadshirt brand in promoting and selling this line of apparel. This ploy is a gross exploitation of the retailer to promote a political agenda. It is failure of Spreadshirt to live up to its own code of ethics, which purports to reject designs with violence glorification and defamation as these items do.

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

Sincerely,

Gary P. Saltzman
President

Daniel S. Mariaschin
Executive Vice President & CEO

THE GLOBAL VOICE OF THE JEWISH COMMUNITY
www.bnaibrith.org