



L.L.Bean Boots

# L.L.Bean

## 2010 COMPANY FACT SHEET

L.L.Bean was founded in 1912 by Leon Leonwood Bean and is headquartered in Freeport, Maine.

In 2009, annual net sales were \$1.4 billion. Regular, year-round employment was 4,600. Winter holiday employment was over 9,000 employees.

L.L.Bean's Flagship Store occupies the original site where Leon Leonwood Bean opened his store in Freeport, Maine in 1917. The store, now at 200,000-square-feet, is open 24 hours a day, 365 days a year. There have not been locks on the doors since 1951. Encompassed within the store is a trout pond, a coffee shop, café and 3,500-gallon fish tank. The seven-acre retail campus also includes the Bike, Boat and Ski store, the Hunting and Fishing store, the Home store, a 16-foot Bean Boot sculpture and Discovery Park, home to summer concerts and other exciting outdoor events. The campus draws nearly 3 million visitors each year.

In July 2000, L.L.Bean extended its retail store presence beyond Maine for the first time when it opened a store in McLean, Virginia. Since that time, the company has opened 14 stores outside of Maine. The retail division employs over 1,000 people year-round and nearly 2,000 during peak business times. L.L.Bean also operates 13 outlet stores. The Freeport outlet store was rebuilt in 2009 and is now part of the new Freeport Village Station lifestyle mall located across the street from the L.L.Bean Bike, Boat and Ski store.

L.L.Bean Outdoor Discovery Schools provide a unique and fun opportunity for customers in every retail store to try outdoor activities such as kayaking, fly-casting, clay-shooting, archery, biking and canoeing. In addition, L.L.Bean Outdoor Discovery Schools offer a variety of courses, guided tours, and multi-day trips near the Flagship Store in Maine. In 2009 nearly 23,000 people participated in L.L.Bean's Outdoor Discovery Schools.

L.L.Bean opened its first international retail store in Tokyo, Japan, in 1992 and now operates retail stores and outlets in several cities in Japan. In September 2008, L.L.Bean opened its first store in China. By the end of 2009, L.L.Bean opened a total of 30 stores in China and expects that number to grow to 80 by the end of 2010. There is also a large and growing customer base in Canada. L.L.Bean catalogs are sent to over 160 countries.

L.L.Bean can be found on the Web at [llbean.com](http://llbean.com). The website was launched in 1995. Nearly 83,000 L.L.Bean orders were placed online in a single day in December 2009. In 2009, Internet orders surpassed catalog orders for the first time.

L.L.Bean began utilizing social media in 2008 as a means of engaging with customers and building brand awareness on sites such as Facebook and Twitter. Ratings and Reviews were added to L.L.Bean product pages that same year providing customers the opportunity to comment on and recommend products. Social media chiclets were added to online product pages in 2009 allowing customers the ability to share content on various social media platforms including Facebook, Twitter, Digg, and Delicious.



L.L.Bean Boots and Boat and Tote Bags are still produced in Maine

In March 2010, L.L.Bean launched L.L.Bean Signature, a new apparel and accessories collection inspired by the company's nearly 100-year heritage. The collection features a modern fit and updated style and includes classic items from the company's archives. The collection is available online at [llbeansignature.com](http://llbeansignature.com) and at the Tysons Corner L.L.Bean retail store in McLean, Virginia.

L.L.Bean has long been recognized for setting the standard for world-class customer service. The company operates three contact centers in Maine employing over 3,000 customer service representatives during the holiday selling season. In 2009, over 11 million customer contacts were received with 743,000 contacts coming in during the busiest week.

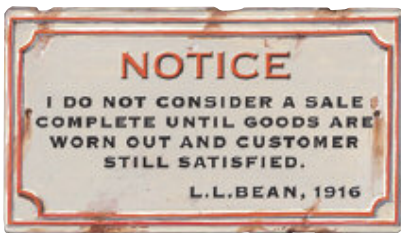
Distribution operations are located in Maine and employed 2,500 people during the peak business season in 2009. Over 13 million packages were shipped during 2009 with 180,000 packages going out on the busiest day. The hub of the L.L.Bean distribution operation is a 1 million square foot state of the art facility with the capacity to hold 10 million units.

Manufacturing facilities are located in Brunswick and Lewiston, Maine, where 250 employees produce such iconic products as the Maine Hunting Shoe, the L.L.Bean Boot and the Boat and Tote Bag.

L.L.Bean conducts business in an environmentally responsible manner. These efforts include:

- Using sustainably sourced fiber for its catalog paper that is third party certified with 20% post consumer waste (pcw) recycled content in its catalogs and a minimum of 30% pcw recycled content in office papers and packaging.
- A recycling program that began over 2 decades ago. The company currently recycles over 82 percent of its waste.
- Since 2003, using biodiesel in its vehicle fleet, the first large company in Maine to do so.
- A commitment to build all new facilities to the U.S. Green Building Council's LEED standards. Begun in 2007, there are currently 11 L.L.Bean buildings that meet these standards.
- Partnering with the EPA Climate Leaders Program in 2007 in an effort to reduce its greenhouse gas emissions with a goal of 20% reduction by 2012.

To further demonstrate its commitment to the environment, L.L.Bean supports local, state, regional and national non-profit organizations that align with L.L.Bean values and help its customers enjoy the outdoors in a responsible manner. In the last five years, L.L.Bean has contributed nearly \$10 million to a wide variety of organizations that are leaders in promoting conservation and stewardship of our natural resources.



L.L.Bean is committed to health and safety in the workplace. An Employee Wellness program has been in place since 1982 and includes on-site fitness rooms and classes at many worksites in Maine. Several facilities have achieved OSHA's prestigious Voluntary Protection Program (VPP) status for making safety and health a top priority in the workplace. OSHA cited L.L.Bean's ergonomic and stretch break program and also noted a strong, creative health and safety culture among employees.

L.L.Bean has long been recognized as a leader in the direct marketing industry. The following is a partial list of awards that the company received in 2009 - 2010

- Ranked #1 provider of customer service by the National Retail Federation Foundation/American Express Customer Service Survey for the third consecutive year
- Ranked #1 Bloomberg BusinessWeek Customer Service Champ
- C. Everett Koop National Health Award for Healthy Bean initiatives.
- Multichannel Merchant recognized seven L.L.Bean catalogs for superior quality, winning three gold and four silver awards.
- Ranked #1 FORESEE on-line retail satisfaction Index

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*L.L.Bean is a privately held, family-owned business and does not publicly release financial information or an annual report. For more information on L.L.Bean, please visit [llbean.com](http://llbean.com).*