



BJ's Wholesale Club, Inc.

25 Research Drive P.O. Box 5230 Westborough, MA 01581-5230 (774) 512-7400

Monday, March 25, 2013

Dear United States Postal Worker,

BJ's Wholesale Club, Inc. is a leading operator of membership clubs in the eastern United States. Direct mail is one of our most successful ways to get the word out to potential Members. We strongly believe in the effectiveness of the U.S. Postal Service, and we greatly appreciate the important work done by mail carriers.

Last week BJ's began its Spring Membership acquisition promotion, including an extensive direct mail program. Unfortunately, some folks misunderstood one of our direct mail messages on the front of the mailer. While the message was supposed to be humorous, we may have missed the mark. We apologize to the U.S. Postal Service and mail carriers for any offense or misunderstanding caused by our mailer message.

We look forward to many more years of our continued, successful business relationship.

Sincerely,

A handwritten signature in black ink that reads "Laura Sen".

Laura Sen
President & CEO
BJ's Wholesale Club