

Bath and body works



**ASSIGN
BUSTER**

Bath & Body Works, LLC is an American retail store under the Limited Brands umbrella.

It was founded in 1990 in New Albany, Ohio by Leslie Wexner. Since it was founded Bath & Body Works operates more than 1, 700 stores across the world, among which 1, 200 stores are located in the United States. Bath & Body Works specializes in numerous fragrant lotions, bath items, personal care items, and home fragrances. Other Limited Brands include Victoria's Secret, Henri Bendel, White Barn Candle Co. , and C. O.

Bigelow. Limited Brands was founded in 1963 in Columbus, Ohio. Limited Brands has evolved from an apparel-based specialty retailer to a more than \$10 billion Company focused on lingerie, beauty, and personal care that makes customers feel sexy, sophisticated, and forever young. Limited Brands also once owned Abercrombie & Fitch, The Limited, The Limited Too, Express, Express Men as well as Lane Bryant, and Lerner, which is now known as New York & Co.

In 1990, Bath & Body Works opened its first store in Boston. For the past decade, Bath & Body Works has reinvented the personal care industry with the introduction of fragrant flavorful indulgences, including shower gels, lotions, candles, and accessories. With a focus on creating and offering the best products and an emphasis on innovation from nature Bath & Body Works is destined to become the ultimate personal care destination.

Signature Collection Fragrances Fresh FloralSensual ExoticsLuscious FruitsFresh, Cool, and Clean Blushing Cherry BlossomBrown Sugar and FigBlack Raspberry VanillaCucumber Melon Cherry BlossomJapanese Cherry

BlossomCoconut Lime VerbenaDancing Waters Enchanted OrchidMidnight
 PomegranateIrresistible AppleFreshwater Cucumber Moonlight PathSensual
 AmberMango MandarinRain kissed Leaves Sweet PeaWarm Vanilla

SugarSparkling PeachSea Island Cotton Velvet TuberosesWild Honeysuckle

Basic Store Facts as of February 3, 2007: Net sales (millions) \$2, 556, Sales
 per average selling square foot \$697 Comparable store sales 10%, Average
 store size (selling square feet) 2, 331 Numbers of stores 1, 546, Selling
 square feet 3, 604, 000 Investors Relations Stock Information: LTD (common)
 Price19. 12Change+ 0.

32 Volume4, 779, 113% Change1. 70% Intraday High19. 1852 Week High29.
 05 Intraday Low18. 8052 Week Low14.

41 Today's Open18. 87CurrencyUS Dollar Previous Close18. 0ExchangeNYSE
 06/03/08 4: 00 p. m. ET Pricing Delayed 20 Minutes Stock Chart SymbolLTD
 (common) Time Frame Ticker Comparison Separate multiple tickers with
 commas(,) Frequency Index Comparison Chart Type Events Interactive Stock
 Chart (May not be viewable in Netscape) Historical Quote Lookup Symbol:
 LTD (common) Enter a Date: (Historical data is adjusted to reflect stock
 splits.) Closing Price18.

80Volume (000)4, 253, 700 Day's High19. 36CurrencyUS Dollar Day's Low18.
 45ExchangeNYSE Open19. 30Date06/03/08Combining the introduction of spa
 products that are easily used at home with the incorporation of simple rituals
 into daily life, Bath & Body Works is committed to helping consumers
 improve their emotional and physical being. Bath & Body Works
 accomplished this by combining traditional spa treatments with botanical

and natural ingredients then developing an extensive collection of advanced, easy-to-use personal care products with proven effectiveness.

The company's products are available in over 2,900 specialty stores nationwide, through the Victoria's Secret Catalogue and online at www.VictoriasSecret.com, www.BathandBodyWorks.com, www.HenriBendel.com, and www.LaSenza.com. Through its La Senza brand, products are also available in Canada as well as approximately 40 other countries around the globe.

Limited Brands recorded sales of \$10 billion in 2007 and employs more than 90,000 associates throughout the United States. In October 2006, Diane Neal, former president of GAP Outlet and Mervyn's, was brought in as the new president of Bath & Body Works. The company launched both a seasonal catalogue and a website in 2006. In November 2006, Bath and Body Works launched its first television commercial advertisement.

Bath & Body Works total sales in 2003 reached \$1,934 million. Net Sales on January 28, 2006 were \$2,285,000,000, significantly higher than all other Limited Brands, except Victoria's Secret. On May 21, 2008, Bath & Body Works sales decreased 5.3 percent to \$399 million. Bath & Body Works success in brand building is through emphasizing on innovation from nature, colorful packaging, and effective point-of-purchase.

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