

*Lowe's sent the following e-mail to Religious Freedom Coalition chairman William J. Murray following his complaint about "Holiday Trees." The response was a little late as Murray had purchased a "Christmas tree" from a roadside stand operated by firefighters.*

Dear Customer:

We thank you for your comments concerning Lowe's holiday advertisements.

Lowe's operates more than 1,170 stores in 49 states and 11 million customers visit our stores each week. Lowe's serves many diverse populations and groups. We strive to ensure that all customers feel welcomed and respected in our stores. By utilizing the words "Holiday Season" in our marketing materials for 2005, we believed that this term would allow us to meet the needs of our customers, regardless of their faith or background. We regret that this may have offended some customers.

Due to feedback we have received from customers, Lowe's is currently reviewing our advertising policies and how we reference products we sell for holiday celebrations including Christmas, Hanukkah and Kwanzaa. In addition, the artificial trees listed for sale on Lowes.com are also called "Christmas Trees."

Lowe's 2005 holiday ads and newspaper articles are already produced for this season, so we are not able to make changes in those ads for this season. Lowe's has proudly sold Christmas trees in our stores for decades, and we will continue to do so. The 2006 advertising will refer to them as "Christmas" trees.

Again, thank you for sharing your comments with us.

If you need any further assistance, you may e-mail us directly at [CustomerCare@Lowe.com](mailto:CustomerCare@Lowe.com).

From [www.rfcnet.org](http://www.rfcnet.org)

Religious Freedom Coalition, PO Box 77511, Washington, DC 20013