

Becoming a Partner

“Our passion is making your clothes fit, feel and look great.”

Alain Baird
CEO, Founder



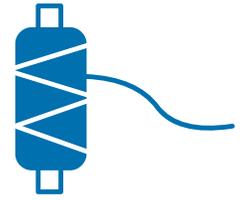
Jennifer Baird
President



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Your Success is our Success



Over a million people come to Stitch It Clothing Alterations yearly to make sure their clothes fit, feel and look great. Now there is an even better reason to come to Stitch It and it could be the best business decision you have ever made.

Stitch It is now offering a Partnership opportunity to qualified business minded individuals who want to be in business. As a Partner you will be a part of North America's most successful Clothing Alteration Company.

Stitch It opened its' first mall store on Dec 9, 1989 and now has 85 locations in Canada and the United States. To date we have increased the size of our business from \$265K to over \$23 million and the growth potential is enormous.

The secret to our success is **"listening to our Customers"**. Today's customers know what they want, consistent **Service, Pricing, Quality** and **Turnaround** all within the convenience of their local shopping centre or neighbourhood location. To ensure our customers get what they want our Sew & Fit Experts offer the following:

1. Quality Guarantee – We fix it or we buy it
2. Service Promise – On time, every time
3. Turnaround Promise – Right Away, Same Day, Next Day

The Stitch It Story



Stitch It Canada's Tailor Inc. was conceived in the early 1980's when owner, Alain Baird, started questioning why customers were coming to his clothing store and asking if he would do their clothing alterations. Research revealed that the existing clothing alteration shops were inconveniently located and inconsistent in their service offering.

A void in the marketplace was identified for a professional clothing alteration service, located in shopping malls as a convenience to the shoppers and retailers, while offering consistency of Service, Price, Quality and Turnaround. It took a while to convince the mall developers of the need for a professional clothing alteration service, however, perseverance finally produced a location in the Square One Shopping Centre in Mississauga, Ontario and the first Stitch It Canada's Tailor store opened on Dec 9, 1989.

Powered by the innovative "Pant Hems Done While You Wait", success was immediate and customers lined up out the door and into the mall. To meet its growth potential, Stitch It formed an association with a major retail conglomerate. During this time together they expanded Stitch It nationally, opened 10 value priced alterations stores named Sew Right, purchased a competitor called Needle 'n Thread and opened four Can Do Clothing Alterations in Minneapolis, Minnesota for a total of 83 stores. In 2003, Alain was given the opportunity to re-purchase majority control of the company.

“In one way it was like starting all over again, Alain said, we had to move, develop our own systems, build a new management team and prove we could do it on our own”. During the restructure, unprofitable stores were closed, new stores were opened, Sew Right and Can Do locations were converted to Stitch It stores and the focus was on building one brand, Stitch It Clothing Alterations.

Today, the Stitch It Brand stands for:

- Our Quality Guarantee - We fix it or we buy it
- Our Service Promise - On Time Every Time
- Our Turnaround Promise - Right Away, Same Day, Next Day
- A Needle POINTS reward program for customers
- A Partner POINTS referral program for corporate customers

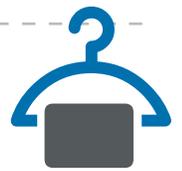
Stitch It is Canada’s only family owned, national clothing alteration service with 85 stores coast to coast. The future looks bright as Alain’s daughter Jennifer prepares to assume the leadership role and positions Stitch It to be the # 1 clothing alteration service in North America!

Stitch It is where it is today because of their 525 Fit & Sew Experts, who give their heart and soul to the company every day. It’s their hard work and sheer determination that has led to the company’s incredible development.



We have come a long way and it’s only just beginning!

Stitch It's Support Team



Alain Baird - Founder - I have 45 years of progressive management and ownership experience in the Retail and Service industry. As a proponent of learning, I have successfully completed several Retail Administration Executive programs at McMaster and York University and the ICD Corporate Governance College, Directors Education Program.



Jennifer Baird – President - My Western University (King's College) degree and the opportunity to have worked in almost every position within the company has provided me with the insight and leadership skills necessary to lead Stitch It into the future with new ideas to keep our business relevant and adaptable to customer needs.



Roy Ferrari, CPA, CA, – Chief Financial Officer - I am a graduate of the University of Toronto with a Bachelor of Commerce Degree (1981) and earned my CPA CA designation in 1984 and a member in good standing. I have over 25 years of senior management business experience specializing in the service industry in both public and private companies.



Dale Beeston – Director Business Development and Operations - I am a graduate of the University of Toronto and prior to joining Stitch It was Vice President Corporate sales at Bell Mobility and President and COO for voice IQ technologies. Currently I am responsible for building on to Stitch It's market position as it relates to Corporate sales and store operations.



Krista Dietrich, PMP – Director Marketing and Construction – With more than 20 years' experience in marketing and project management paired with an undergraduate and post graduate degree and a project management designation has provided me with a broad spectrum of expertise in multi-functional leadership roles encompassing marketing, operations, strategic planning, brand development and project planning.



Daniel Jasztrab, MBA– Director Information Technology - I have a B. A. in economics, and a MBA from Carlton University and have completed a PMP course from Conestoga College. My 39 years of consummate IT experience has prepared me to be particularly adept at leading innovative technology solutions that support and promote corporate business goals.



Partnership The affordable & safer way to “Be a Business Owner”

OUR VISION

To develop Stitch It to be North America’s leading Clothing Alteration Service by pursuing Excellence and Profitable Growth through our Associates for our Associates.

OUR PARTNERSHIP

When you become a Stitch It Partner you give life and meaning to the Vision, with the additional bonus of the partnership being an affordable and safer way for you to **Be a Business Owner.**

It’s affordable because you only invest 45% of the total cost of setting up a business.

It’s safer because your investment is supported by Stitch It’s 55% investment, management team, systems and 25 years of experience in the clothing alteration business.

3 Great Reasons to invest in a Stitch It Clothing Alteration Store!



1 As long as people wear clothes, Clothing Alterations will always be necessary.

2 Over 1,000,000 customers come to Stitch It yearly for their clothing alteration needs.

3 As a Partner in a new or existing Stitch It store, you automatically benefit from the following:

- 25 yrs of experience in the Alteration Business
- A recognized National Brand
- Low investment cost
- Training
- Great potential to improve your salary today
- Great potential to improve your retirement income tomorrow
- Group purchasing power
- Group negotiation power
- Group marketing
- Access to our growing list of National Retail accounts
- Access to Government contracts
- Access to Independent business
- Access to a growing Mailing List
- Associate Discount
- Education Assistance Program
- Benefits inclusive of
 - Extended Health, Vision and Prescription
 - Dental
 - Life Insurance
 - Accidental Death & Dismemberment
 - Emergency Travel Assistance
 - Long Term Disability
- Paid Vacation
- Statutory Holidays (varies by Province and State)
- 1 Personal Day off & Your Birthday off
- Retirement Savings Plan & Deferred Profit Sharing Plan
- Needle Points Reward Program (designed for the walk-in customer)
- Partner Points Referral Program (designed for the Corporate customer)
- Head Office support for all your Accounting, IT, Banking, Business Development, Operations, Human Resources, Marketing, Leasing & Construction

Becoming a Partner

“It’s just that Easy “



You’ll be amazed by how easy it is to be a partner in a Stitch It store. You don’t even have to know how to sew if you have a qualified seamstress or tailor as part of your team, however, sewing, management and business knowledge are definite assets that will help you succeed.

To further enhance your success, Stitch It has spent the last 25 years developing and fine tuning its operating guidelines, policy & procedures and systems, to make it easy to operate one of our stores. It’s this experience that will allow you to be an informed, efficient and productive business owner.

Our guidelines, Policies, Procedures and Systems are inclusive of but not limited to:

- Daily operations
- Human Resources
- Point of Sale
- Accounting
- Information Technology
- Inventory Management
- Marketing
- Business Development
- Real Estate Management
- Construction
- Training



Training

The “Stitch It” way



An extensive **one week** training program will provide an overview of the major functions within Stitch It, which will include but not limited to:

Operations	Day 1
Human Resources/Scheduling Assistant	Day 2
Point of Sale	Day 3
Inventory Management /Business Development	Day 4
In-Store Training	Day 5

You will also take part in hands on experiences that will provide an opportunity to see firsthand, how the ‘Stitch It’ way plays out at store level.

OUR SERVICES



There’s a reason why more than 1,000,000 customers visit our stores every year, and that reason is “**Trust**” which makes Stitch It is the most trusted clothing alteration service in Canada. Our best performing stores are the ones who have earned their customers trust, given expert advice and excelled at providing a variety of services which has kept their customers coming back time and time again. Our services include, but not limited to:

- Clothing Alterations
- Repairs
- Leather and Suede Alterations
- Bridal and Formal Wear Alterations
- Garment Remodelling
- Dry Cleaning*
- Embroidery*
- Super Crease*

*selected stores

Inch by Inch

We have become the Clothing
Alteration Company of Choice



Every time Stitch It negotiates an exclusive local or national contract for clothing alterations, you benefit because every business needs customers and Stitch It is the clothing alteration company of choice. Imagine how great it would be to have access to a growing list of Corporate and Independent customers as soon as you open your doors. Take a look at some of the corporate customers Stitch It is currently servicing.

Retailers:

Sears

Jack Frasers

Lululemon

Hudson's Bay

Stars

Laura

Marks

Cleo

Melanie Lynn

Bootlegger

Tristan

Boston Stores

Ricki's

International Clothiers

Carsons

Club Monaco

Aritzia

Banana Republic

Government Agencies:

City of Mississauga

City of Ottawa

Canada Customs

City of Winnipeg

Canada Border Services

City of Calgary

Independent Business:

Westjet

Garda

Porter Airlines

North American Security

Upper Canada College

McCarthy's

Securitas

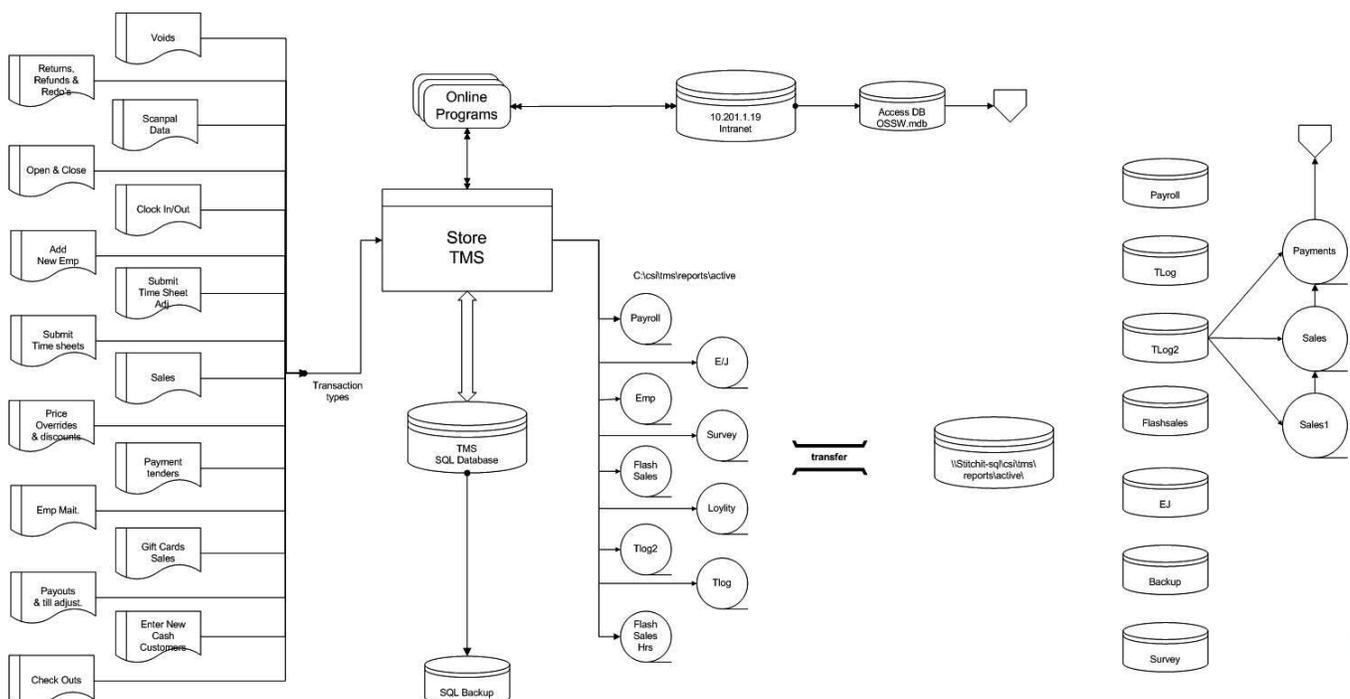
State of the Art Technology Keeps you In-formed and In-Touch



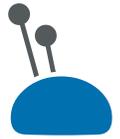
We live in an Informed and In-Touch society. Stitch It is leading the way in the growing clothing alteration industry by keeping you In-formed through its state of the art Point of Sale system because we believe information is power and you need the right information to make the right business decisions.

Every week you receive a Flash Sales report with all of your Key Performance Indicators (KPI) which shows how your store is performing and a monthly Profit & Loss statement to show you the profitability of your store. These are only two of the many reports available to you.

Stitch It also keeps you In-Touch with your customers through our trademark Needle Points and Partner Points program, newsletters, Social Media, mobile notification system that tells you when your alteration is ready for pick-up.



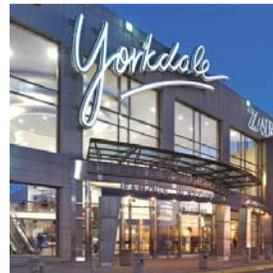
Location, Location, Location



When you're in business, success depends on **Location** and to that end Stitch It can proudly say that we are located in every major city with 85 mall locations from St. John, Newfoundland to Victoria, British Columbia.

Top Ten Prestige Malls

- Yorkdale, Toronto
- Square One, Mississauga
- Carrefour Laval, Montreal
- Fairview Pointe Claire, Montreal
- Polo Park, Winnipeg
- West Edmonton Mall, Edmonton
- Chinook Centre, Calgary
- Market Mall, Calgary
- Metropolis at Metrotown, Vancouver
- Mall of America, Minneapolis



Stitch by Stitch

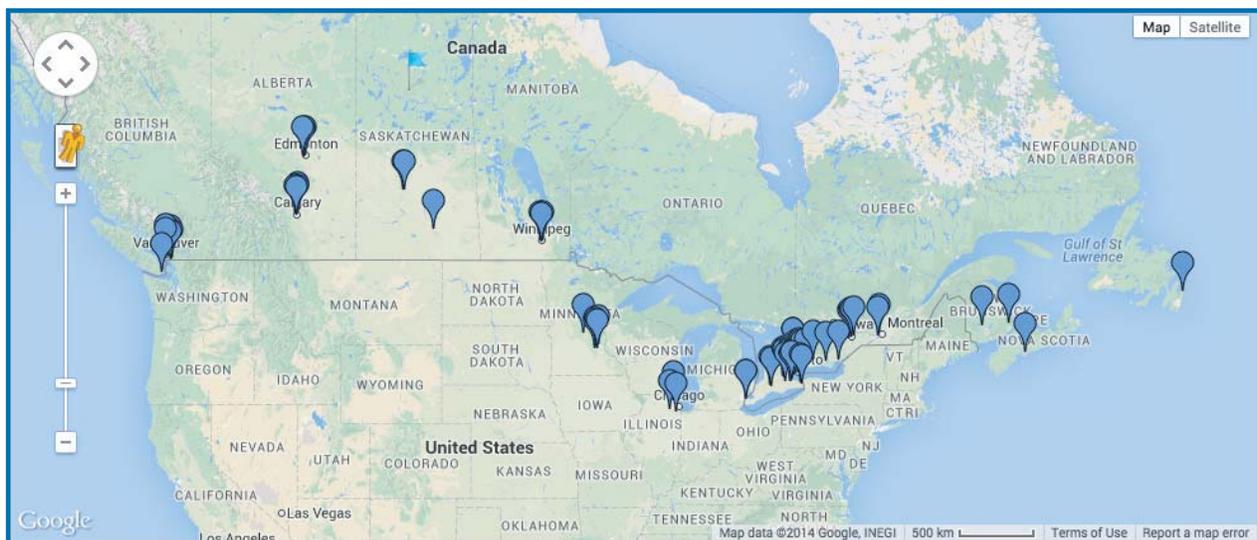
An amazing Growth Story



From the profits of a clothing alteration shop with two seamstresses in the back room of a clothing store, Stitch It opened the first ever clothing alteration store in a major regional mall. Today, 25 years later, our 500 plus Fit & Sew Experts service over 1 million customers per year in our 85 stores across Canada and the USA.

1989 TODAY

STORES	2	85
SALES	\$265,000	\$23,000,000 (approx.)
ASSOCIATES	10	500 (approx.)
CUSTOMERS	14,722	1,000,000 (approx.)
AVERAGE SALES	\$18.00	\$23.00 (approx.)



Maximize your investment - minimize your risk



We thank our Customers for this growth.

Whether you choose to become a Partner in a new or existing Stitch It store, the cost of entry is extremely low. The choice is yours.

New Store: \$20,000 to \$30,000

Depending on location, your cost to go into business could be as little as \$20,000

What does \$20,000 buy you?

1. A 45% ownership interest as a partner in a new business.
2. Reduced risk
3. Reduced cost
4. Stitch It complete support system
5. 25 years of Stitch It experience
6. Stitch It Branding and name recognition
7. Access to existing Corporate customer and mailing list within trading area
8. Training

Existing Store: \$50,000 to \$150,000

Depending on existing store sales and profitability, your cost to go into business could be as little as \$50,000. What does \$50,000 buy you?

1. Known sales, operating cost and profitability
2. A 45% ownership interest as a partner in an existing business.
3. Reduced risk
4. Reduced cost
5. Stitch It complete support system
6. 25 years of Stitch It experience
7. Stitch It Branding and name recognition
8. Access to existing Corporate customer and mailing list within trading area
9. Training



I want to be a Stitch It Partner

What do I do?



As easy as 1, 2, 3.

Step 1

Complete the on-line Application and Confidentiality Agreement, and return it to Alain Baird.

Step 2

Stitch It will review your application for approval. Once approved, we will arrange a time to meet with you. During this meeting, all pertinent information will be reviewed with you and your initial questions answered. Stitch It recommends you review the above pertinent information with your financial and legal advisors.

Step 3

Once you have made a decision to go forward, we will plan out the rest of the Partnership process with you.



Contact us now to see if you are a perfect fit.



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Clothing Alterations



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