



## **CANADIAN TAMIL CONGRESS ■ CONGRÈS TAMOUL CANADIEN**

31 Progress Avenue, Suite #202, Scarborough M1P 4S6 T: 416-240-0078 F:416-240-1601 e-mail:info@ctconline.ca

### **Polo Ralph Lauren Corporation**

Chairman and CEO :Ralph Lauren  
625 Madison Avenue  
New York, NY 10022  
United States

Sunday April 26th, 2009

RE: "No to Sri Lanka" Campaign

Dear Mr. Lauren,

This letter is to notify you that the Canadian Tamil Congress (CTC) and its partners are planning to call for a divestment in Sri Lanka's textile industry because of the indirect and direct contribution that foreign investments provide in funding the Sri Lankan war. Government spending on military accounts for about 15% of the country's gross domestic product (GDP). Consequently, "Sri Lankan forces are shelling hospitals and so-called safe zones and slaughtering the civilians there," quotes James Ross, legal and policy director of the Human Rights Watch.

In light of the desperate conditions experienced by our friends and family in Sri Lanka, a decision has been made to apply direct pressure and isolate the already failing Sri Lankan economy and force the government to immediately end hostilities against the Tamil people and move forward on an effective and lasting political settlement. We will be calling for an international boycott of Sri Lanka, by requesting retailers like you to examine your sense of corporate ethics and responsibility in relation to your current investments and business operations associated with Sri Lanka. In support of this global action we request that you immediately halt your activities within the region thereby reducing the government's ability to fund military action on its civilian population. Your support will be critical to the success of this action.

We encourage you to contact CTC with your advice and concerns leading up the launch of the "No to Sri Lanka" campaign on April 13<sup>th</sup>, 2009. Throughout this campaign CTC will communicate with retailers through letters, emails, and notifications on <http://www.notosrilanka.com>. At no time will a representative from CTC approach you in person. Any individual, who comes to you claiming to speak on behalf of CTC, is not authorized to do so. CTC looks forward to your support and cooperation.

Thank you for giving this letter your immediate attention.

Your sincerely,

The undersigned