

BEALLS
GOODY'S
PALAIS ROYAL
Peebles
STAGE
Gordmans



STAGE

Customer FAQ

1. What did Stage Stores announce?

- Stage Stores filed voluntary petitions under Chapter 11 of the Bankruptcy Code in the U.S. Bankruptcy Court for the Southern District of Texas, Houston Division.
- The Company will simultaneously solicit bids for a going concern sale of the Company or any of its assets and initiate an orderly wind-down of operations.
- We hope that our efforts to reposition the business over the last several months will help attract the right partner who is interested in our off-price concept. The Company will terminate the wind-down of operations at certain locations if a viable going concern bid is received.
- The health and safety of its associates and guests remains Stage Stores' top priority as it takes a phased approach to re-opening its stores in the coming weeks to commence the liquidation of its inventory.

2. Why is Stage Stores doing this? Why now?

- Over the last several months, we had been taking significant steps to attempt to strengthen our financial position and find an independent path forward.
- However, the increasingly challenging market environment was made worse by the COVID-19 pandemic, which required us to temporarily close all of our stores and furlough the vast majority of our associates.
- Given these conditions, we have been unable to obtain necessary financing and have no choice but to take these actions.

3. How will this process affect day-to-day operations of the business?

- The health and safety of our associates and guests remains Stage Stores' top priority as we take a phased approach to re-opening our stores in the coming weeks to commence the liquidation of our inventory.
- As of June 15, all of our stores are open and running going-out-of-business sales.
- Please check our website for the most up-to-date information.

4. What are the next steps? How long will this process take?

- We will conduct a sale for the business as a going concern or for any of the Company's assets.
- We will terminate the wind-down of operations at certain locations if a viable going concern bid is received.
- A specific timeline for the wind-down has not yet been determined, although, absent a going-concern transaction, we expect to begin permanently closing stores in the coming months.
- Please check our website for the most up-to-date information.

5. What does this mean for customers?

- We are conducting store closing sales at all of our locations.
- You will find even bigger deals and smaller prices at our liquidation sales. Our top-trend, brand name apparel and home décor merchandise will all be on sale.
- Your health and safety are our top priority. We will continue to follow health authorities' recommendations and industry best practices as to ensure our guests and associates feel comfortable in our stores and facilities.



6. Are any of your customer or store policies changing (e.g., rewards, returns, gift cards, etc.)? When will they expire?

- Pursuant to a Court order, we expect to honor existing customer programs, including gift cards and returns, for 30 days after the opening of each store. After that time, we will no longer be honoring our return policy and no longer be accepting gift cards, and the gift cards will be deemed to have no remaining value. We encourage you to use these options while you can.

7. What are return policies at closing stores?

- We expect to honor existing return policies for 30 days from the reopening of a store.
- We are not accepting returns for any sales that were made during a store-closing sale or on final basis.

8. Will we continue to issue Style Circle Rewards as purchases are made?

- We expect to honor existing customer programs, including rewards, for 30 days after a store reopens.

9. Can I still buy a gift card?

- We have terminated the issuance of Stage Stores gift cards.
- Pursuant to a Court order, we expect to honor existing customer programs, including gift cards, for 30 days after the opening of each store.
- After that time, we will no longer accept gift cards and gift cards will be deemed to have no remaining value.
- We encourage you to use your gift cards while you can.

10. Will we still honor Style Circle Rewards, Birthday coupons, etc. that expired while the store was closed because of COVID-19?

- We cannot honor expired gift cards, rewards or coupons.

11. Where can customers go if they have additional questions?

- For questions about products, warranties or rewards, customers in the U.S. should continue to contact our customer service team, as always, via phone at 800.743.8730, email or text.
- If customers have questions regarding the restructuring process, or for information about which stores will be affected, they can visit our website at www.gordmans.com.