

December 15, 2011

Lowe's Companies, Inc.
1000 Lowe's Boulevard
 Mooreshead, NC 28117

Attn: Mr. Robert A. Niblock; Chairman, President, & CEO
Mr. Thomas J. Lamb; Senior Vice President of Marketing & Advertising
Mr. N. Brian Peace; Senior Vice President of Corporate Affairs

The Association of Islamic Charitable Projects (AICP) is an organization of moderation, constructive in the roles it assumes within the society, encouraging respect for the bonds of kinship, supporting the truth, and adhering to sound ethical principles. The AICP objectively teaches the authentic knowledge of the religion of Islam as taught by Prophet Muhammad and preserved and passed on through the trustworthy followers of each era.

The members of the AICP are quite diverse. They vary in national origin, ethnicity, education, social status, economic status, age, and gender. Our organization attracts people from virtually every walk of life, ranging from the highly educated—with various degrees and doctorates—to the lay people. Our members include executives, middle management, white and blue collar workers, doctors, dentists, educators, students, shopkeepers, artisans, and farmers.

Our members are customers of Lowe's, and the AICP holds credit accounts with Lowe's Companies, Inc.—spending thousands of dollars monthly from our Centers throughout North America. We were disheartened by your decision to pull your advertising from TLC's *All American Muslim* program at the discriminatory remarks and prompting of Family Florida Association and their supporters. Although we do not necessarily support the TLC program airing on Sunday evenings, the stance you took was an unreasonable response.

You have contradicted your own corporate identity posted on your Lowe's corporate website with specific regard to your **goal** and your stand on **diversity** and **inclusion**. In your own words:

Our Goal

The behavior and actions that support diversity and inclusion come from the conviction of every Lowe's employee--making diversity and inclusion a conscious part of how we run our business, serve our customers, represent ourselves in the community, and treat each other.

Diversity

Diversity is the co-existence of many types of individuals in the workplace and community, with differing backgrounds, cultures and life experiences. Similarly, our homes are a combination of craftsmanship, products, expertise, and style. Like diversity, no one element stands out over another -- each contributes distinctly and harmoniously to the overall environment.

Inclusion

Inclusion is a state of being, where everyone has the opportunity to grow and succeed. Inclusion is about welcoming customers and improving communities, where Lowe's connects everyone through a common language of home improvement: products, services, and a workforce that is customer focused.

Islam is the fastest growing religion in the United States. Contrary to the inflammatory remarks of some radical groups, Islam is a religion of moderation. Violence and extremism are foreign ideas contrary to the true teachings of Islam and the moral and ethical values of the mainstream Muslims. The website statement of the Family Florida Association caused the controversy around this TLC show. They said: “*All American Muslim* is propaganda that riskily hides the Islamic Agenda’s clear and present danger to American liberties and traditional values.” In addition to disparaging all Muslims worldwide, this irresponsible organization pushed their supporters to email the advertisers for the TLC program specified. Your response in pulling your advertising conflicts with your own corporate initiatives. As posted on the Lowe’s website:

Corporate Initiatives

At Lowe’s, diversity of thought is fundamentally supported throughout our company. Building from this corporate-wide platform of inclusion, and going beyond mere words to put our beliefs into action, we are proud to support initiatives that address the unique needs of:

- Human Resources
- Marketing
- Community Outreach

As a corporate entity concerned with your public image, you should reconsider your decision to cancel your advertising or restate your **corporate goal, corporate initiatives**, and your true stance on **diversity** and **inclusion**—because in the wise words of an old adage: “Actions speak louder than words.”

Sincerely,



Omar Dimachkie
President, AICP North America