

[August 30], 1999

Dear Shareholder:

On August 23, 1999, The Limited, Inc. completed the spin-off (the "Spin-Off") of Too, Inc. As a result of the Spin-Off, you recently received one share of Too, Inc. stock for every seven shares of The Limited stock you held on the Spin-Off record date, August 1, 1999. As part of the Spin-Off, Too, Inc. began trading on the New York Stock Exchange under the symbol "TOO".

This letter explains how to allocate tax basis between The Limited stock and the new Too, Inc. stock distributed in the Spin-Off.

Tax Treatment of Spin-Off. The Limited has been advised by counsel that the distribution by The Limited of shares of Too, Inc.'s common stock to The Limited's shareholders should qualify as a tax-free spin-off.

The result of a tax-free spin-off is that you will not recognize gain or loss as a result of the receipt of Too, Inc.'s common stock, except with respect to any cash you may receive instead of receiving a fractional interest in Too Inc.'s common stock. This cash will be treated as received in exchange for that fractional interest. You will recognize gain or loss to the extent of the difference between the tax basis allocated to that fractional interest and the cash you receive, and, if you hold that fractional interest as a capital asset, the gain or loss will be capital gain or loss.

Fractional Shares. No fractional shares of Too, Inc.'s common stock were distributed in the Spin-Off. The distribution agent aggregated all fractional interests, sold them on behalf of shareholders and is distributing the cash proceeds to the shareholders who are entitled to a fractional interest in Too, Inc.'s common stock.

Tax Basis Allocation. Now that the Spin-Off has occurred, you must apportion your pre-Spin-Off tax basis in your shares of The Limited's common stock between your shares of The Limited's common stock and the shares of Too Inc.'s common stock that you received in the Spin-Off (including any fractional shares for which you received cash). The tax basis must be allocated in proportion to the fair market values of The Limited's common stock and Too, Inc.'s common stock following the Spin-Off.

On August 24, 1999, the first day of trading following the date of the Spin-Off, the average of the high and low trading prices for shares of common stock of The Limited and Too, Inc. were \$41.03 and \$18.03, respectively. Using those averages as a measure of fair market value results in an apportionment of:

- \$94.09% to the basis of your shares of The Limited's common stock
- \$5.91% to the basis of your shares of Too, Inc. common stock (including any fractional interest).

Example. Assume that you own 100 shares of The Limited's common stock with a tax basis of \$35.00 for each share, for a total basis of \$3,500.00. On August 23, 1999, you received

14 whole shares of Too, Inc. 's common stock in the Spin-Off, as well as cash representing 2/7 of a share.

Calculation of New Tax Basis

	Original Tax Basis in LTD	Tax Basis Allocation % Between LTD and TOO	Number of Shares of LTD Held or Total Allocated Basis c=axb	Number of Shares of TOO Received (incl. fractional shares) d	New Tax Basis per Share e=c~d
	a	b			
The Limited's Common Stock	\$3,500	94.09%	\$3,293.15	100	\$32.93
Too, Inc.'s Common Stock	\$3,500	5.91%	\$206.85	14 2/7	\$14.48
Total		100.0%	\$3,500		

Your new total tax basis in your 100 shares of The Limited's common stock should be \$3,293.15, or \$32.93 per share.

Your total tax basis in the 14 2/7 shares of Too, Inc.'s common stock that you would have received in the Spin-Off would be \$206.85, or \$14.48 per share.*

You may note that the new tax basis per share of The Limited's common stock plus Too, Inc.'s common stock differs from the old tax basis per share of The Limited's common stock. This change occurs because the Spin-Off ratio was 1-for-7 (rather than 1 -for- 1); there is, however, no change in the total tax basis of your investment.

Tax Information Filing Requirements. We have included with this letter the descriptive statement that you are required to attach to your 1999 federal income tax return in order to comply with Treasury Regulations Section 1.355-5(b). **We urge you to save that descriptive statement for use in preparing your 1999 tax return.** You should complete that descriptive statement before signing it and attaching it to your tax return.

* Stated as a formula:

tax basis in TOO (tax basis allocation % of TOO) x (original tax basis in LTD)

tax basis per TOO share (tax basis allocation % of TOO) x (original tax basis in LTD) (# of shares of TOO received in the Spin-Off, including any fractional interest that would have been received)

tax basis in LTD (tax basis allocation % of LTD) x (original tax basis in LTD)

tax basis per LTD share (tax basis allocation % of LTD) x (original tax basis in LTD) (# of LTD shares)

If you have general questions about the Spin-Off, please contact the distribution agent for the Spin-Off, EquiServe, First Chicago Division at 1-800-317-4445. This letter will also be available through our website, www.limited.com, under the "Frequently Asked Questions" section. We suggest that you contact your stockbroker, other nominee or tax advisor, as appropriate, with any questions about completing the attached descriptive statement and making your tax basis allocations.

Thomas J. Katzenmeyer
Vice President, Investor Relations

DESCRIPTIVE STATEMENT
FOR THE INTERNAL REVENUE SERVICE
(To be attached to tax return for the 1999 tax year)

Statement of shareholder receiving a distribution of common stock of "Too, Inc.", a controlled corporation, pursuant to Treasury Regulations Section 1.355-5(b).

1. On August 23, 1999, the undersigned, a shareholder of The Limited, owning _____ shares of The Limited common stock as of August 11, 1999, received _____ shares of Too, Inc.'s common stock [and cash in the amount of \$___ in lieu of a fractional share of Too, Inc.'s common stock]* in a spin-off pursuant to Internal Revenue Code Section 355.
2. The Limited has been advised by counsel that no gain or loss should be recognized by the stockholders of The Limited upon their receipt of shares of Too, Inc.'s common stock in the spin-off, except to the extent of gain attributable to any cash received instead of a fractional share of Too, Inc.'s common stock.
3. The names, addresses and IRS employer identification numbers of the corporations involved are:
 - (a) The Limited, Inc.
Three Limited Parkway
P.O. Box 16000
Columbus, OH 43216
Employer identification number: 31 - 1029810
 - (b) Too, Inc.
(formerly known as "Limited Too, Inc
3885 Morse Road
Columbus, OH 43219
Employer identification number: 31 - 1333930
4. The undersigned did not surrender any stock or securities of The Limited in connection with the spin-off.

Date

Shareholder Signature

* Include the bracketed language if you receive cash instead of a fractional share of Too, Inc. common stock by reason of owning in the aggregate fewer than seven shares of The Limited's common stock on August 11, 1999 (the record date for the spin-off). Otherwise, (a) cross out the bracketed language, and (b) count any fractional interest in a share of Too, Inc. common stock in stating the number of shares that you received in the spin-off