

R.J. McCarthy, Canada's leading school uniform manufacturer and retailer, announces exciting new sustainability initiatives

Among new actions, a new company-wide Head of Social Responsibility has been appointed

Toronto, ON (May 13, 2009) – McCarthy's is proud to announce several new sustainability initiatives, including the appointment of a new company-wide Head of Social Responsibility. The appointment of this new leader and the development of a new comprehensive plan on social responsibility are critical concrete steps towards achieving McCarthy's mission of creating the world's highest quality school uniforms in a socially responsible way.

John Kelleher, President & Chief Executive Officer explains, "Sustainability is fundamental to the long-term success of our organization. In general, we are already doing well in this area today, but we believe we can do a great deal more to drive sustainability further in to the DNA of our organization and to get even better results across the company. As a goal, we want nothing less than to become the clear leader in corporate social responsibility in our industry. Achieving this goal cannot be done in a month, or a year, but will require a sustained, lasting, and permanent commitment going forward. We have made that commitment as a leadership group."

To demonstrate its new level of commitment to this issue, McCarthy's is excited to announce the appointment of Joanna Halligan as its first company-wide Head of Social Responsibility. Joanna has over 10 years of experience in the school uniform industry and has been a tireless internal advocate for sustainable practices throughout her career. Outside her work, Joanna has devoted personal time to several sustainability initiatives for many years. Going forward, Joanna will not only implement new sustainability initiatives throughout McCarthy's, she will be charged with further shaping McCarthy's entire corporate culture around them.

"I am thrilled to lead McCarthy's further ahead into a greener, more sustainable, and more responsible era of business", said Joanna Halligan, "I am excited about our strategy, our plan, and am proud to have the full support from our new President, our Board of Directors, and the rest of the McCarthy's team. I am confident that, over time, McCarthy's will be synonymous with sustainability. I also recognize and am prepared for the multi-year commitment that my new post entails – we want to drive substantive change over many years, not just treat this as a standard corporate project".

Joanna has already made two significant contributions within her first few weeks in the role. First and foremost, she has built a new comprehensive sustainability framework for the business that is founded on four key principles: 1) Responsible Manufacturing, 2) Greening our operations, 3) Inspiring our people, and, 4) Supporting our community. Joanna intends to construct detailed plans for change within each of these areas. Second, Joanna has already implemented a variety of new sustainability initiatives across the business including an integrated recycling program for all retail and corporate locations across Canada and a program to reduce use of plastic bags in stores. She is also investigating other programs including significant reductions to product packaging, paper consumption, and energy use.

About McCarthy's. Established in 1956 by Robert J. McCarthy, McCarthy's is Canada's leading retailer of School uniforms. McCarthy's has a network of 15 stores across Canada, a large base of loyal customers, and serves the uniform needs of approximately 400 schools across the country. Over its proud 53 year history, McCarthy's has earned a reputation for offering its school partners and customers the widest selection of high quality school uniforms along with the most convenient shopping options. McCarthy's is committed to ensuring that – in addition to unsurpassed quality – corporate social responsibility and sustainability become the new foundation of its exciting new mission and strategy.