

R.J. McCarthy proud to announce the evolution of its corporate logo

New and improved look to appear on 2010 product line

Toronto, On (January 20, 2010) – As part of its ongoing mission to provide Canadian families with the highest quality school uniforms in a socially responsible way, R.J. McCarthy (RJM) is pleased to announce that its updated corporate logo will be used on all clothing tags for its 2010 product line.

Putting its new logo front and center and at the heart of its products is a move that McCarthy's feels will positively reflect its new mission and position on Corporate Social Responsibility.

President & CEO, John Kelleher, explains, "As a company, we felt that a new look needed to run in conjunction with our new mission. RJM is a great company with a great history, and we want to move into the future while keeping our great traditions in mind. This new look reflects who we are today and where we're trying to get to as an organization. We're proud to say that we have had terrific feedback from schools, parents, and our sales force on our new mission and on this updated corporate image."

The logo change will take effect immediately and all clothing tags will be transitioned gradually on to new products over the next 18 months.

For more information please contact RJM's Marketing Manager, Matt Mayr, at mmayr@rjmccarthy.com.

R.J. McCarthy's new logo and clothing tags:



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 thousands of students and families 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. For more information please see www.rjmccarthy.com.