

Mabel's Labels and R.J. McCarthy: A perfect match

R.J. McCarthy announces partnership with Canadian Company Mabel's Labels

Toronto, ON (July 15, 2010) – As part of its ongoing mission to provide Canadian families with the world's highest quality school uniforms in a socially responsible way, RJM has partnered with Canadian company Mabel's Labels. This partnership will bring Canada's top labeling company directly into select RJM showrooms, adding value to the shopping experience.

Mabel's Labels provides laundry, dishwasher, and microwave safe stick-on labels for all the items that kids bring to school and other busy environments. Mabel's Labels can be used for a variety of items including clothes, shoes, water bottles, and backpacks.

"Students tend to lose things," said Julie Cole, Co-founder & Vice President of Mabel's Labels. "And in that school uniform environment, where all clothes look the same, items are even more likely to get misplaced, swapped or end up in the lost and found. Our labels clearly identify whose clothes are whose, making the parent's life easier and saving them money in the long run."

"Mabel's Labels is a perfect match for us," said John Kelleher, President and CEO of R.J. McCarthy. "As a company that sells school uniforms, it was an easy decision to partner with Mabel's Labels. If we can improve our business by offering something that parents will find useful and helpful and will end up saving them money in the end, we're all for it. In the end, we are about providing parents with maximum value."

The Mabel's Labels/RJM partnership will consist of in-store kiosks in the Scarborough, Vaughan, Oakville, Hamilton and Toronto locations, as well as a dedicated website URL.

To launch the partnership, on Saturday, July 17, Mabel's Labels will be giving away free sticky labels to the first 50 customers at the five McCarthy Showrooms.

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.

About Mabel's Labels

From basement start-up to an award winning, celebrity endorsed company, Mabel's Labels is the leading provider of "labels for the stuff kids lose!"® Founded in 2002 by four Hamilton, Ontario moms, the company creates and sells extremely durable labels, customized with a child's name, choice of colours and a fun icon. Products include dishwasher and microwave safe Sticky Labels, laundry-safe peel and stick Tag Mates™ for clothing care tags, waterproof Shoe Labels, Bags Tags, Household Labels, personalized stationery and more. Mabel's Labels has been widely recognized for its business and product excellence, including winning

the 2007 SavvyMom “Mompreneur of the Year” Award and Best Product Awards from Baby Gizmo, iParenting and PTPA Media, the 2007 Outstanding Business Achievement Award from the Hamilton Chamber of Commerce and, in 2009, the prestigious RBC Canadian Woman Entrepreneur of The Year Award.