

R.J. McCarthy announces first accountability report in the history of the North American school uniform industry

Canada's top school uniform supplier is a leader in Corporate Social Responsibility

Toronto, ON (November 8, 2010) – As part of its ongoing mission to create the world's highest quality school uniforms in a socially responsible way, R.J. McCarthy is pleased to announce the completion of the North American school uniform industry's first ever accountability report on Corporate Social Responsibility (CSR). The report provides transparency on aspects of McCarthy's overseas production process, its achievement of carbon-neutrality, and other high-level CSR items.

McCarthy's worked closely with a team of MBAs from the Richard Ivey School of Business over a six-month period to develop the report. The 27-page document, entitled "A bright new perspective on CSR Accountability in the student uniform industry" outlines everything the company is doing to build a long-lasting CSR program into its operations.

"It's all about transparency," said President and CEO John Kelleher. "When I started as CEO at R.J. McCarthy, I made a promise that we would make great steps in the area of CSR. This report outlines everything we've done already and our strategy moving forward. We want to share with our constituents our successes and our challenges."

The report will be made available by request from RJM. For more information, ask for your copy here sustainability@rjmccarthy.com

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.