

## **R.J. McCarthy to create the student uniform industry's first CSR dashboard and accountability report in partnership with the Richard Ivey School of Business**

*Canada's leader in school uniforms working with Canada's top business school to set new standards in CSR monitoring and management*

**Toronto, ON (December 7, 2009)** - R.J. McCarthy (RJM) is pleased to announce that it has partnered with a team of MBA students from the Richard Ivey School of Business to create, develop, and implement a company-wide corporate social responsibility (CSR) dashboard and CSR accountability report for the company. We believe that these new items will be the first of their kind in the student uniform industry.

The Ivey Consulting team will work closely with President & CEO John Kelleher, as well as RJM's Head of Social Responsibility, Joanna Halligan, to create a dynamic and concrete corporate social responsibility monitoring and transparency program. John Kelleher, President and CEO explains, "Working with the group from Ivey Business School will enable us to take some great leaps forward in sustainability management and measurement. It's amazing what a fresh perspective can bring to the table, and I'm confident that the Ivey group's skill set will help to develop and execute a top-notch CSR plan. Our desire, over time, is not only to take all kinds of concrete new steps on CSR in our company but to be able to measure those improvements and to transparently report to our customers and communities about our successes and challenges. In my view, it's all about transparency."

"We are thrilled to be part of RJM's vision to become a Canadian leader in CSR and to help contribute to the concrete steps that the company is taking to improve everything that it is doing around this important topic. We have been inspired by the company's commitment to CSR and we feel certain that the company's new leadership is going to see things through to action," said Chris O'Grady, an Ivey MBA 2010 student and leader of the Ivey team.

In conjunction with the sustainability dashboard and accountability report, the team will also perform a comprehensive review of RJM's current packaging processes including supplier and product-specific packaging. The team will make recommendations to help RJM introduce greener and more sustainable packaging options. The final goal will be to reduce end-user packaging by up to 30% from current levels (which have already been reduced meaningfully in the past several years).

"Partnering with the Ivey team has been great for RJM. With their broad perspective, I feel we can really establish the best CSR dashboard and accountability report in our industry. As a company, we are very excited about that opportunity," said Joanna Halligan, Head of Social Responsibility.

The Ivey Team consulting project will really hit the ground in January of 2010, and will run for six months.

**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](http://www.rjmccarthy.com).

**About the Richard Ivey School of Business.** The Richard Ivey School of Business at The University of Western Ontario ([www.ivey.ca](http://www.ivey.ca)) offers undergraduate (HBA) and graduate degree programs (MBA, Executive MBA and PhD) in addition to non-degree Executive Development programs. Ivey has campuses in London (Ontario), Toronto, and Hong Kong. Ivey recently redesigned its curriculum to focus on Cross-Enterprise Leadership - a holistic issues-based approach to management education that meets the demands of today's complex global business world.