

R.J. McCarthy launches “showroom of the future” one-stop shopping experience

Canada’s leading school uniform supplier introduces major innovations to its shopping experience

Toronto, ON (July 30, 2010) – R.J. McCarthy is proud to announce the development and launch of its “showroom of the future” one-stop shopping concept, an innovative new approach to the school uniform shopping experience. RJM’s showroom of the future concept is rolling out just in time for the busy back to school season.

In this “industry first”, the school uniform supplier has completely revamped the look and feel of its showrooms in an effort to deliver a better and more well-rounded back to school shopping experience. In addition to brighter, more vibrant colours and marketing materials, RJM has partnered with great brand name companies like Roxy, Quiksilver, Jansport, Etnies, Converse and Bic to provide students with more products they love.

“When I started as COO several months ago, one of my first goals was to create a shopping experience that, a) greatly exceeds our customer’s expectations and b) is something that the entire company can be proud of. I believe that today we are closer to that goal. There’s still much work to be done, but I’m confident that our customers will notice a substantial positive change the moment that they step foot into our new showrooms,” said Liz Bradbeer, Chief Operating Officer.

“We designed our showroom of the future with the idea of having the best school uniform shopping experience in North America,” said John Kelleher, President & CEO. “I have visited many uniform as well as non-uniform stores across this continent to gather insight on what makes a great shopping environment. We have spoken to many customers about what they would like to see in our showrooms. It is with this experience and feedback that we have developed our showroom of the future.”

RJM has launched its showroom of the future one-stop shopping experience in its Toronto, Brampton, London, Oakville and Barrie locations, and will continue with the remaining stores after the busy back to school season.

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.