

R.J. McCarthy and Integrus Brand Solutions announce sale of Corporate Promotions Division

Sale allows each company to focus on its core business

Toronto, ON (July 31, 2009) – R.J. McCarthy L.P. (“RJM”) and Integrus Brand Solutions Inc. (“Integrus”) are pleased to announce that RJM has completed the sale of its Corporate Promotions Division to Integrus, a member of BrandAlliance.

“The sale of our corporate promotions business will allow RJM to focus on our core mission to become the clear industry leader in high quality and socially responsible school uniforms and related school accessories. We are delighted to find a party with the expertise and the experience of Integrus to build on the foundation we have created in this business over the past several years. We are also pleased to be able to provide a new home that allows our Corporate Promotions employees who have devoted their time and energies to servicing this business for many years, to continue delivering outstanding service to their clients. We are extremely confident that the corporate customers will be extremely pleased with the depth and breadth of the resources and knowledge that Integrus and BrandAlliance will be able to provide them,” said John Kelleher, President and CEO of RJM.

As a result of the sale, Ken Pollock, Cheryl Whitelaw and Brenda O’Hara have joined Integrus in sales capacities to carry on the Corporate Promotions Business formerly operated by RJM. Both parties have also signed a joint marketing and cooperation agreement addressing future opportunities in the Corporate Promotions Business.

“We are extremely pleased to complement our existing operations in the Toronto area with such an experienced and qualified sales team and a high quality and long tenured customer base. The acquisition of the Corporate Promotions Business is a perfect fit with our core business of delivering branding and marketing solutions and products to corporate customers, said Upkar Arora, CEO of Integrus. “This transaction will help BrandAlliance make progress on its strategic objective to become the leading player in Canada through opportunistic acquisitions, leveraging its existing infrastructure, bringing on outstanding talent and entering into strategic partnerships. It has been a delight working with John Kelleher and the professional team at RJM on facilitating a mutually beneficial sale of the business that keeps intact the sales and execution team and the capability to service customers without interruption” added Alan Chippindale, CEO of BrandAlliance.

For more information, please contact Upkar Arora at Integrus at (905) 361-5776 or by email at uarora@integrusid.com or John Kelleher at RJM at (416) 593-6900 ext 227 or jkelleher@rjmccarthy.com.

About McCarthy’s. (www.rjmccarthy.com)

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 approximately 400 schools 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.

About Integrus (www.integrusid.com) and BrandAlliance (www.brandalliance.com)

Integrus Brand Solutions is a privately-owned company headquartered in Mississauga, Ontario, with offices in Vancouver, Montreal and Bathurst, NB. Recognized as an award-winning distributor, Integrus is a fully-integrated promotional product provider that has been delivering unique marketing and branding solutions to leading corporations for more than 20 years. Integrus is a member of BrandAlliance, a unique alliance of six leading Canadian promotional marketing and advertising companies who share a common vision, mission, brand, value system, culture, strategic business plan and proven process of execution. Collectively, BrandAlliance is the largest promotional products group in Canada with partnering intelligence and real representation in Toronto, ON; Waterloo, ON; Montreal, QC; Calgary, AB; Edmonton, AB; and Vancouver, BC.