

## **R.J. McCarthy announces new changes to make its E-Store Mac-friendly**

*Canada's Leader in School Uniforms aims to further enhance its website*

**Toronto, ON (August 31, 2009)** – Canada's leader in School Uniforms is pleased to announce a new round of improvements to its website, [www.rjmccarthy.com](http://www.rjmccarthy.com). McCarthy's E-store is now compatible with all Mac system applications. This upgrade is another critical step towards achieving McCarthy's goal of becoming the clear industry leader in high quality and socially responsible school uniforms and related school accessories.

“This change had to be made in order to provide all of our customers with dramatically better convenience and accessibility to our online ordering process”, said John Kelleher, President & Chief Executive Officer. “This is just another step of many that we have planned to build our website and E-store to a new world-class level.”

The past few months have seen many new and exciting changes to the R.J. McCarthy website. R.J. McCarthy's plans to continue releasing new changes that will enhance its online customer experience.

“We have achieved many of our goals to date, and I am very excited about what our website will look and feel like next year,” said Karen Henderson, Director of Retail Sales and Marketing. “Our team is committed to recreating our website to the high standards we've set, and I'm confident that the finished product will greatly improve our customers' online experience.”

For more information or to offer your feedback on R.J. McCarthy's website, please email [info@rjmccarthy.com](mailto:info@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.