

R.J. McCarthy, Canada's student uniform experts, announces launch of Athletics Division

RJM Athletics to lead in spirit wear and sports apparel

Toronto, On (January 26, 2012) – As part of its ongoing mission to create the world's highest quality school uniforms in a socially responsible way, R.J. McCarthy is excited to announce the launch of RJM Athletics, a new division that will focus on athletic apparel for Canada's schools, teams, and associations. RJM Athletics aims to bring top-notch quality products, unique custom artwork and on-time delivery to Canada's universities, elementary and high schools.

RJM Athletics will be led by John Boniferro, a seasoned sports and spirit wear apparel executive. John brings 15 years' experience to RJM Athletics, with previous roles at Russell Athletic, Champs Sports, and Nike Team Sports. Working closely with John is Edward Del Rosario, whose unique designs and ability to conceptualize and create cutting-edge apparel make him an integral part of RJM Athletics. Edward has 8 years' experience in the sporting goods apparel business, with previous roles at Nike Team Sports and Russell Athletic.

RJM Athletics will offer spirit wear and team apparel to R.J. McCarthy's current school customers, as well as build into the university team and bookstore market.

"Creating an athletics division was a natural progression for us," said John Kelleher, President and CEO. "By bringing on the expertise of John and Edward, we are able to get more of a reach into markets like university bookstores, which are a new area of focus for us as a company. With this new division, we intend to do nothing less than provide the absolute best spirit wear apparel and exceptional customer service to new and existing customers."

"Building an athletics division at R.J. McCarthy is a great opportunity. R.J. McCarthy has such a long and proud history, I am excited to be a part of their team to help grow the company further. We have a new product line that will be a great fit with McCarthy's current school customers as well as the university crowd," said John Boniferro.

RJM Athletics has a growing team of sales representatives across Canada. For more information, visit RJM Athletics website – www.rjmathletics.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.