

## **R.J. McCarthy announces arrival of exciting new hybrid vehicles for its sales force**

*Canada's leading provider of school uniforms takes another positive step forward towards its new mission*

**Toronto, ON (August 10, 2009)** – As part of a host of new sustainability initiatives, McCarthy's is proud to announce their transition to a fleet of energy-efficient vehicles for its sales force. By September 1, 2009, all members of the McCarthy's school sales team will be driving the new Toyota Prius, one of the world's leading hybrid vehicles with a reputation for first rate fuel efficiency. This shift to a "greener" fleet is a critical part of McCarthy's new detailed plan on social responsibility and another meaningful step towards achieving McCarthy's renewed mission of "*creating the world's highest quality school uniforms in a socially responsible way*".

"Moving our company towards improved social responsibility is now one of our company's top priorities" said John Kelleher, McCarthy's President & Chief Executive Officer. "Our goal, over time, is to become the clear leader in corporate social responsibility in our industry. This is not something that can be done overnight, but we feel confident that with steady, continuous, and concrete steps that we will earn a position for ourselves as a true leader in this regard. We believe that this decision can serve to significantly differentiate us versus our competitors in Canada and beyond".

McCarthy's is pursuing improved social responsibility throughout its organization with a new social responsibility framework. This framework is founded on four key principles: 1) Manufacturing responsibly; 2) Greening our operations; 3) Inspiring our people; and, 4) Supporting our communities. Detailed plans are underway to create improvements in each of these areas.

Joanna Halligan, McCarthy's new Head of Social Responsibility explains, "The transition to the 3<sup>rd</sup> generation Toyota Prius will meaningfully reduce our carbon emissions and enable us to take a significant step toward greening our operations, a key principal of our social responsibility framework. This is a very exciting and important moment for us; we are proud to showcase our new low-emissions fleet as an example of our effort to build McCarthy's, over time, into a company whose name is synonymous with sustainability."

In the past few months R.J. McCarthy has launched several projects based on the new comprehensive 4-part framework, including the implementation of an integrated recycling plan for all retail locations and a program to reduce the use of plastic bags in stores.

For more information, please contact Joanna Halligan at 416-593-6900 or [jhalligan@rjmccarthy.com](mailto:jhalligan@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.