

## **R.J. McCarthy announces completion of first ever student focus group**

*Canada's leading provider of high-quality school uniforms involves students in process of enhancing style and comfort of its products*

**Toronto, ON (October 30, 2009)** – McCarthy's is proud to announce the success of its first ever student focus group on style and comfort. Twenty-two students from six schools gathered at McCarthy's Toronto and Scarborough locations to provide feedback on key uniform items, with a particular focus on aspects of comfort and style. McCarthy's aims to make uniforms with the highest comfort and most appropriate and relevant style, and conducting these student focus groups was a meaningful step towards achieving this goal. This focus group session was part of a long-term initiative that will regularly engage students throughout the school year.

"Students wear our clothes everyday, and we strongly believe that engaging and involving students in the processes of uniform style and design is our responsibility," said John Kelleher, McCarthy's President and Chief Executive Officer. "We are excited that our first focus group was met with such enthusiasm by the students and schools involved. This is an important first step to continually involving students in decisions regarding their uniforms. To create the world's best uniforms, we must continually seek feedback from the end user."

The demands on a school uniform are many and unique. It must be able to last the school year while still being comfortable and stylish. In response to these demands, McCarthy's has developed four key guidelines to ensure that all items meet their high standards of quality: (1) Unmatched durability; (2) Real comfort; (3) Appropriate style; and, (4) Ease of care.

McCarthy's Director of Sales and Marketing, Karen Henderson explains, "Student feedback will help us improve our current product line by getting the youthful perspective that's so important to our company. These students had great ideas and comments and we plan to use that information going forward as we produce next year's uniform line. Feedback is an important part of everything we do at McCarthy's, and based on the success of this student focus group we will most definitely be conducting future student focus group sessions on a variety of topics."

McCarthy's is pursuing major new initiatives to ensure they are the leading company in all dimensions of quality. Some of these include proactively gathering feedback from parents, administrators, students, and employees through independent and anonymous surveys, and conducting independent and rigorous quality testing.

For more information, please contact John Kelleher at 416-593-6900 ex. 227 or [jkelleher@rjmccarthy.com](mailto:jkelleher@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. For more information please see [www.rjmccarthy.com](http://www.rjmccarthy.com).