



BrylaneHome®[®], Home & Lifestyle Brand, Launches Plus Size Product Line.

June 8, 2009 – New York, NY – [BrylaneHome®](#), a leading home and lifestyles brand in the portfolio of Redcats USA, announced today the launch of a new product line – [Plus Size Living](#) – designed to further enhance the quality of life for its plus size customers.

The [Plus Size Living product line](#) specializes in unique, “hard-to-find” products at affordable prices that improves the customer’s overall lifestyle and adds comfort to their day-to-day life. The initial merchandise offering is targeted in four distinct categories: Outdoors (chairs, step stools, beach set, umbrella); Healthy Living (exercise items, health monitors, personal care products); Indoors (chairs, bath products, sleep aids); and Accessories (seat belt extenders, hangars, travel products).

With more than 100 years of plus size expertise, Redcats USA capitalized on its understanding of the plus size customer and seized an opportunity to better serve its loyal customer base by developing this new product line. As part of the launch, [Plus Size Living](#) will be featured in a printed insert in the BrylaneHome® and KingSize® Catalogs, which will be in-home this week, as well as featured on the [BrylaneHome®](#), [KingSize®](#) and [OneStopPlus.com®](#) websites.

“Based on feedback from our customers, as well as positive response to an initial test at the end of last year, we knew we had created a successful and much needed product line,” said Kevin McGrain, SVP and General Brand Manager for BrylaneHome®. “This is an underserved market and we have the expertise and know-how to fill this niche and provide a service to our plus size customers.”

Check out [Plus Size Living](#) at [BrylaneHome.com](#), [KingSizeDirect.com](#) or [OneStopPlus.com](#).

About Redcats USA

Redcats USA is a dynamic, multi-channel, web-driven home-shopping leader, with numerous well-known brands in its portfolio: AVENUE®, Woman Within®, Jessica London®, Roaman's®, KingSize®, BrylaneHome® and BrylaneHome® Kitchen sold on OneStopPlus.com®, The Sportsman's Guide® and The Golf Warehouse®. Redcats USA offers a wide range of value and quality driven merchandise categories, including men's and women's plus-size apparel, home and lifestyle products, and sporting goods/outdoor gear.

About Redcats Group

In apparel, home furnishing and leisure, Redcats Group brings together 14 brands in home shopping: AVENUE®, Woman Within®, Jessica London®, Roaman's®, KingSize®, The Sportsman's Guide®, The Golf Warehouse®, La Redoute, La maison de Valérie, Vertbaudet, Cyrillus, Somewhere, Daxon and Ellos, present in 30 countries. Redcats Group generated 3.69 billion euros of sales in 2008, including 42.2% on Internet and employs approximately 20,000 associates. Redcats Group is based on a multichannel distribution network combining e-commerce, catalogues and stores. Redcats Group is a PPR Company. For any further information: www.redcats.com.

Contact Information

Pat Cross
Vice President, Corporate PR & Communications
Redcats USA
212-502-9315

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