



Press Release

Plus Size E-Commerce Giant Launches “The Bra Club”!

New York, NY – September 8, 2008 – Redcats USA’s OneStopPlus.com®, one of the top plus size websites in the U.S. today, is proud to announce **the launch of “The Bra Club.”** OneStopPlus.com® is a plus size web mall offering proprietary and national labels online.

Becoming a member of “The Bra Club” is easy. **When the customer buys one bra, she’s a member. When she has bought 5 bras, she gets one free!** As a member, she will receive special benefits throughout the year—including access to her Free Bra status, along with personalized emails informing her of exclusive events and offers. “The Bra Club” was first unveiled in the Roaman’s® catalog earlier this month—and is set to launch on all the Redcats USA plus size websites and catalogs - including onestopplus.com, womanwithin.com, roamans.com and jessicalondon.com throughout the month of September.

OneStopPlus.com® offers more styles, sizes (34 B - 50 L) and colors in its exclusive proprietary brands, Comfort Choice® and Amoureuse®, and the best of the national brands, including Playtex®, Glamorise®, Leading Lady®, Goddess® and Exquisite Form®. Also included in the selection is the exclusive Comfort Choice® Side-wire Bra™, the extremely successful patent-pending bra introduced last year.

“OneStopPlus.com® and all of our brands offer an unparalleled experience, providing exceptional service and giving the plus size customer every reason to trust us for fit, quality and price,” says Stephanie Sobel, President of the Special Sizes Group for Redcats USA. “Our expertise in the plus size intimates market solidifies our position as the number one place to buy plus size bras and makes ‘The Bra Club’ the most affordable way to shop.”

“With a formidable balance of national brands and our own exclusive labels, Redcats USA is positioned to dominate the plus size bra business,” says Eric Faintreny, Chairman and CEO of Redcats USA. **“The Bra Club’ is a tremendous initiative for us to show appreciation to our customers by providing a phenomenal value.** Even more, we believe this program will help to leverage our company’s proprietary brands and creativity in further modernizing our merchandise offerings.”

To help promote this program, Redcats USA has acquired the following domain names: www.TheBraClub.com and www.braclub.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 29 countries. Redcats Group generated 3.76 billion euros of sales in 2007, including 38.4% on Internet and employs approximately 22,000 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

September 8, 2008