



Press Release

Plus Size E-Commerce Giant OneStopPlus.com Launches Gift Card Program

New York, NY – October 28, 2008 – OneStopPlus.com, the plus size online fashion mall from multi-home shopping leader Redcats USA, announced today the launch of a new gift card program just in time for the holiday season.

www.OneStopPlus.com, along with partner brands Woman Within, Roaman's, Jessica London, KingSize and BrylaneHome - will be offering this competitive gifting product to customers, which will include plastic gift cards and e-cards. The plastic gift cards will have a unique design on the face of the card for each of the participating brands. When the customer orders a gift card, it will arrive to the designated recipient in a card carrier with a personalized message. For the e-cards, there will be as many as 8 different creative options per brand. E-cards will be delivered to the designated recipient via email and also include a personalized message.

OneStopPlus.com specifically targeted rollout for 4th quarter based on gift card industry statistics showing that more than 50% of annual gift card sales occur during this period due to the holiday season. To create a more streamlined shopping experience, both the plastic gift cards and the e-cards will have a stored balance which means the customer will be able to use the card multiple times until the balance is zero. In addition, as an added benefit and convenience, there will be a "check balance" function on each participating brand's website so customers can see how much value is left on their gift card to spend.

"With customers becoming more conscientious about their holiday spending this year, a gift card is the 'perfect fit' for anyone on their shopping list," said Stephanie Sobel, President of the Special Sizes Group for Redcats USA. "The added flexibility of being able to shop on any or all of our brands through OneStopPlus.com in one shopping basket is an added bonus."

The company is planning to actively market this new gift card program through a multi-channel launch including Web, marketing emails, service emails, print and call platform. Due to the timing, these holiday-specific messages will be targeted to holiday shoppers.

"When we decided to transition from a gift certificate format to a gift card program, our goal was to find opportunities to enhance the customer experience, make it easy for them to purchase, and allow the recipient flexibility in spending it," said Eric Faintreny, Chairman and CEO of Redcats USA. "Redcats USA's new gift card program has accomplished all of these objectives."

More information about the OneStopPlus.com new gift card program can be found on the following brand websites: www.OneStopPlus.com, www.WomanWithin.com, www.Roamans.com, www.JessicaLondon.com, www.KingSizeDirect.com and www.BrylaneHome.com.

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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.

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