



Press Release

Metrostyle® Teams up with Winners from the Television Show “America’s Next Top Model”

Boston, MA – January 11, 2008 - metrostyle®, a distinguished brand in the Redcats USA portfolio, and a leading women’s apparel catalog and web site, has long since been known for its bold, unique fashion targeted to sexy, confident women. And now, those same women will find their apparel modeled by winners from the popular CW reality show, “America’s Next Top Model.”

Since the Fall of 2007, model winners such as Danielle Evans (Cycle 6) and Jaslene Gonzalez (Cycle 8) have graced the pages of metrostyle® catalogs with a sense of diversity, star-power and classic beauty. And to highlight that star-power, metrostyle® has introduced “Star Call-Outs” to help customers recognize the models from “America’s Next Top Model” throughout the metrostyle® catalogs and on metrostyle.com.

Sandy Forgione, VP and General Brand Manager of metrostyle®, sees this collaboration as a great opportunity. “As one of the top rated shows on television for the last four years, “America’s Next Top Model” winners are more than models; they are celebrities who carry the power of style and recognition with them. They take the metrostyle® brand to a higher level as their rich ethnicity and sense of culture create a foundation through which our customers can identify with these women. We are excited to have Jaslene and Danielle from “America’s Next Top Model” join our team as some of the fresh, new faces of metrostyle®.”

Jaslene Gonzalez, winner of Cycle 8 of “America’s Next Top Model”, hails from Chicago and is the first Puerto Rican model to win the competition in the show’s history. She currently has a contract with Elite Models in New York City. Danielle “Dani” Evans is from Little Rock, Arkansas and is known for her striking facial features and strong southern accent. She currently has a contract with Click Models in New York City. Both of these winners will be featured in the Spring 2008 metrostyle® catalog that is scheduled to be in-home January 14, 2008, as well as featured on metrostyle.com.

The beauty and sense of celebrity status that these models bring to metrostyle® are ideal in terms of putting the metrostyle® brand ahead of its competitors. The company anticipates that Jaslene’s and Danielle’s recognizable faces will resonate with metrostyle® customers, creating a renewed excitement about the metrostyle® brand and the chic looks that will be irresistible.

* America’s Next Top Model is not affiliated with nor endorses metrostyle® or Redcats USA, L.P.

About Redcats USA

Redcats USA is a multi-channel home shopping leader with numerous well-known brands in its portfolio: Chadwick’s®, metrostyle™, Woman Within®, Jessica London®, Roaman’s®, La Redoute® USA, KingSize®, BrylaneHome™, BrylaneHome Kitchen™, The Sportsman’s Guide®, The Golf Warehouse® and AVENUE® Stores. Redcats USA offers a wide range of value and quality driven merchandise categories, including missy apparel, men’s and women’s plus-size apparel, home and lifestyle products, and outdoor gear.

About Redcats Group

Redcats USA is a division of Redcats Group, a global leader in Home Shopping for apparel and home furnishing. Drawing on a multichannel network combining catalogues, e-commerce and stores, Redcats Group generated 4.33 billion euros of sales in 2006 with 17 brands in 28 countries and a staff of 20,000 associates. Sales are split between France (46.4%), USA (27.5%) and the rest of the world (26.1%). Redcats Group is a PPR Company. For any further information: www.redcats.com.

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