



Press Release

Redcats USA Launches an Innovative Specialty Website – BoatingSavings.com

South St. Paul, MN – May 30, 2008 – The Sportsman's Guide®, a distinguished brand in the Redcats USA portfolio, announced today the launch of BoatingSavings.com, adding to the growing "Guide Outdoors Network," which consists of The Sportsman's Guide®, BargainOutfitters.com™, The Golf Warehouse®, BaseballSavings.com® and SoftballSavings.com®.

The idea behind BoatingSavings.com was to create a one-stop shop for fishing and boating enthusiasts—making it easy for them to find everything they need for an active and sports-oriented lifestyle. The Sportsman's Guide® already had a large following of avid fishermen and knew that a large percentage of these customers owned boats. As such, BoatingSavings.com ties together the customer's love for boating, fishing and family, providing easy online access to a wide selection of marine and water sports gear.

"We are pleased with the launch of BoatingSavings.com and feel confident that our customers will embrace the convenience of finding all of their fishing and boating needs on one easy-to-navigate site," said Greg Binkley, President/CEO/COO of The Sportsman's Guide®. "The Sportsman's Guide® team did an excellent job of developing a site that will significantly enhance our customer's shopping experience."

BoatingSavings.com offers customers a broad selection of well-known brands including Stearns®, Wise®, Turning Point Props®, Sevylor®, Okuma® and Daiwa®. This brand and product-driven focus is evident on the home page where fishing and boating accessories are visibly posted, and Flash and Ajax technology is utilized to feature multiple promotions to pique the customer's interest.

"The Sportsman's Guide® and The Golf Warehouse® have shown tremendous success in their innovative online approach to offering outdoor and sporting gear to a loyal customer base," said Eric Faintreny, Chairman and CEO of Redcats USA. "The team knows their audience, they have spent time researching customer needs, and they dedicate the time and resources required for building unique websites that truly are a convenient one-stop shop for sports and outdoor enthusiasts."

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®, 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 3.76 billion euros of sales in 2007 with 15 brands in 29 countries and a staff of around 22,000 associates. Sales are split between France (51.5%), USA (24.9%) and the rest of the world (23.6%). Redcats Group is a PPR Company. For any further information: www.redcats.com.

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