

## **Lerner Catalog Transitions to metrostyle™**

*Well-known Brand Assumes New Name, Fashion and Value Remain the Same*

West Bridgewater, MA – August 30, 2006 - Redcats USA, a multi-channel leader in men's and women's apparel and lifestyles home shopping, officially announced today a new name - metrostyle™ - for one of its major brands, Lerner Catalog.

As Redcats USA's licensing agreement for the Lerner Catalog name was coming to an end, the company proactively seized the opportunity to own a name that the Lerner Catalog customer trusts and values. Metrostyle™, an already established brand within the Lerner Catalog, provides a positive foundation for the company to build an even stronger brand name. The metrostyle™ brand will continue to offer fashionable clothing for the confident, urban woman. Metrostyle™ will also continue to provide an exceptional value while maintaining its high quality standards.

Lerner Catalog has already transformed their website to [www.metrostyle.com](http://www.metrostyle.com), which was launched on May 16, 2006, and offers customers an enhanced shopping experience – faster service, high resolution images with zoom feature, “weekly steals”, “web only” specials, trend reports and “web only” style finds. Redcats USA has also continued to position the metrostyle™ brand via letters to its customers, as well as email campaigns.

Redcats USA was more subtle when introducing the new metrostyle™ name via the catalog, beginning the transition in early 2006 by including the metrostyle™ name in small letters below Lerner Catalog. Since that time, both names – Lerner Catalog and metrostyle™ - have been featured on subsequent covers; however in July, the metrostyle™ name began to take prominence.

“We want to ensure our customers understand that although the Lerner Catalog name is changing, we are still committed to offering style and quality at our famous low prices,” said Christophe Gaigneux, Executive Vice President of the Boston Apparel Group, which includes the well known brands Chadwick's, Jessica London and La Redoute, as well as metrostyle™. “Lerner Catalog is not going away, it is simply evolving to metrostyle™. Our customers are a top priority and we have strategically planned this transition so that it will be seamless to them.”

The transition to metrostyle™ will continue for the remainder of 2006. Beginning in January 2007, Redcats USA will use the metrostyle™ name exclusively.

### **About Redcats USA**

Redcats USA, a multi-channel leader in men's and women's apparel and lifestyles home shopping, has nine well-known brands in its portfolio: Chadwick's, Lerner Catalog/metrostyle™, Lane Bryant Catalog, Jessica London, Roaman's, La Redoute USA, KingSize, BrylaneHome and BrylaneHome Kitchen.

Redcats USA is a division of Redcats, the world's third largest catalog home shopping company, with 17 brands in 26 countries, a staff of over 20,000 associates and a turnover of 4.37 billion euros. Redcats is a PPR Company.

### **Contact Information**

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