



## **Redcats USA Appoints Jay Berlin to CEO of The Sportsman's Guide**

New York, NY – June 22, 2009 – Redcats USA, a multi-channel, web-driven home-shopping leader, announced today the appointment of Jay Berlin to CEO of The Sportsman's Guide, one of Redcats USA's premier sporting goods and leisure brands. He will be a member of the Redcats USA Executive Team.

Jay's 25-year career encompasses several key positions, including: Marketing Manager for Fingerhut Corporation, Director of Marketing at C.O.M.B. Corporation, Senior Vice President of Catalog & e-Commerce Business Lines for Northern Tool & Equipment, and most recently, Executive Vice President, Business Development for United Health Group Alliances (UHGA).

"With his strong desire to drive strategic innovation and build on the solid foundation that is in place at The Sportsman's Guide, Jay is an excellent addition to the Redcats USA team," said Eric Faintreny, Chairman and CEO of Redcats USA. "He understands the sporting goods business and the needs of that unique customer, which makes him a natural fit into this leadership position."

Jay is a native of South Minneapolis. He will officially join Redcats USA on June 22; his office will be located at The Sportsman's Guide facility in South St. Paul, Minnesota.

### **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 30 countries. Redcats Group generated 3.69 billion euros of sales in 2008, including 42.2% on Internet and employs approximately 20,000 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](http://www.redcats.com).

### **Contact Information**

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