

DISCOVER JACOB'S NEW SCENTS OF STYLE: INTRODUCING THREE SIGNATURE FRAGRANCES DESIGNED EXCLUSIVELY FOR CANADIAN WOMEN

The Proudly Canadian Retailer Announces Actress Karine Vanasse as the New Face of JACOB Perfumes

Montreal, October 24 2011 – JACOB introduced a trio of luxurious fragrances that reflect the many facets of the JACOB woman for the ultimate layering of fragrance with fabric to create a complete expression of personal style. Classique, Joie de Vivre and Very Chic are meant to capture the mood and personality of the woman wearing it. The JACOB fragrances come in sleek and elegantly designed 50 mL bottles of Eau de Toilette for only \$40 each. They are sold exclusively at its 100 stores across the country.

"Following the resounding success of our Classique fragrance, we were excited to expand on our inspiration and give the JACOB woman a wardrobe of scent. We wanted to appeal to those who are loyal to a single fragrance based on what they love to wear all the time, as well as those who change their preference more often depending on their mood or the occasion." explains Cristelle Basmaji, spokesperson and Director of Marketing & Communications for JACOB.



Classique – like the crisp white shirt – a wardrobe staple

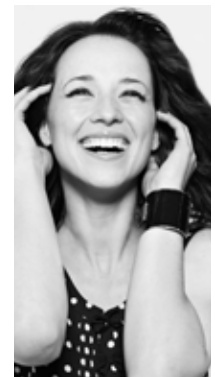
The Classique fragrance, originally launched in 2007, returns with a new look. The already popular scent is perfectly tailored and timeless. It is a tribute to beauty and elegance reflecting an instinctive sense of style and self expression.

A radiant sparkle of pink pepper and a dazzling touch of citrus are combined with a delicate bouquet of peony petals and wisteria blossoms. This comfortingly feminine blend is finished with precious amber and white cedar to embrace a compelling richness. A classic and opulent expression of individuality.

Joie de Vivre – like a polka dot blouse – playful and fun

Joie de Vivre is fresh and flirty with a burst of intense energy and playfulness that is the essence of childhood memories. It evokes a modern celebration of a carefree spirit and simple pleasures.

This sparkling warm scent boosts your spirits with uplifting passion fruit and luscious pineapple, iridescent petals of white freesia that reflect the sun's illuminating energy, finished with sensual wood and musk. A bright and exuberant celebration of life.



Very Chic – like the little black dress - ready for anything

Very Chic is quintessential for evening and always alluring with a hint of mystery. It's rich and tempting, the most sultry and seductive scent of pure pleasure.

Captivating tangerine and exotic mango are embraced by tempting blossoms and layered with deep amethyst plum and intense vanilla. The enticing sweetness of black amber and sensual woods lingers for lasting richness. An embrace of addictive and spellbinding love.

Canadian actress Karine Vanasse was chosen as the face of the fragrance line's in store campaign because she personifies the modern Canadian woman who is confident and feminine. Karine is a rising star in film and television, notably her role as a flight attendant in the most anticipated series this season (Pan Am) on ABC. "When asked to be the face of the new JACOB perfumes, I immediately accepted because I was already wearing the classic perfume which I love" states Karine Vanasse. "I am proud to be associated with JACOB since last spring because it is a brand in which I really believe in. I appreciate the way the brand inspires confidence and I like that women feel good in what they wear, whether it be their clothing or perfume." For more information: www.jacob.ca

LIVE CHIC. LOVE JACOB.

Recognized as a leader on the Canadian women's apparel market for close to 35 years, JACOB goes beyond clothing to create a way of life: LIVE CHIC. Chic is an infectious *joie de vivre* that lights up a room. Chic is feeling perfectly you in everything you wear.

JACOB is committed to creating chic, classic-with-a-twist fashion that inspires women to own their style. With its timeless knits and inspiring looks, JACOB helps its customers create a wardrobe with endless possibilities to go from day to evening and from workday to week-end. Based in Montreal, this proudly Canadian family business offers clothing, lingerie, accessories and beauty products in its 100 stores and employs more than 1,000 employees. In September 2010, JACOB became the first Canadian company to commit to no longer retouching the body shape of its models in order to promote a healthy body image.



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Source: Boutique JACOB Inc.

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