

PRESS RELEASE
For immediate release

JACOB

JACOB TO LAUNCH ITS ONLINE STORE IN OCTOBER

Starting this fall, all JACOB collections, a total of over 650 items of clothing, lingerie and accessories, will be available online at jacob.ca.

Montreal, July 21, 2011 – Just in time for fall, JACOB, the Quebec-based women’s fashion retailer, has announced the arrival of its highly anticipated online store. Early October, JACOB customers will be able to shop every piece of the brand’s collections online and purchase their favourite picks in a just a few clicks on jacob.ca, no matter where they live in Canada. In line with its LIVE CHIC. LOVE JACOB brand positioning, the company also intends to integrate *Live Chic* magazine with its Web site. The online publication will offer customers countless tips on putting together the perfect wardrobe, one that will inspire them to own their style.

LIVE CHIC. LOVE **JACOB**

Online shopping continues to gain popularity

A study conducted by eMarketer shows Canadian consumers spent over 16 billion dollars online for products and services (including travel) in 2010. That figure is expected to almost double by 2015.

“Seeing how the majority of our customers pre-shop online before making a purchase at the store, it was important for us to give them access to all of our collections on jacob.ca,” explains Cristelle Basmaji, Marketing and Communications Director and spokesperson for JACOB. “We’re very excited to be offering our customers this new platform as early as this fall.”

A new look for jacob.ca as it merges with facebook

The totally revamped jacob.ca will give its users an entirely new shopping experience. JACOB customers will be able to shop all 650 pieces to be offered this fall. The selection will be updated with the arrival of new collections every month. Customers will also be able to have their purchases sent straight to their home or to their nearest JACOB location.

Buoyed by the enormous success of its facebook page, which went from 2,000 to 60,000 fans in less than six months, and based on a desire to openly communicate with its customers, JACOB will start an online dialogue by giving them a voice. In fact, JACOB has integrated facebook technology so consumers can comment of every item and share their comments with friends.

Shoppers will also be able to create a wish list of their favourite items and send it to friends and family on facebook or by email. As a special launch offer, JACOB customers will be offered free shipping on the first order they place in early October.

A new virtual magazine to *Live Chic*

Positioning itself as a true fashion expert, JACOB will use *Live Chic* to give its customers advice on building the perfect wardrobe based on their personality and lifestyle, along with tips on how to further define their individual style. In a friendly, non-pretentious tone, the magazine will treat readers to articles on everything from must-have timeless essentials, to how to incorporate the season’s trends into their individual style and the most flattering types of clothes for their silhouette, as well as bulletins on how to wear a staple piece for different occasions.

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 1,500 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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To request photos or an interview, please contact:

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