

PRESS RELEASE
For immediate release

JACOB

**JACOB IS JOINING FORCES WITH AMBER MAC, KIMIKO ZAKRESKI
AND KARINE VANASSE FOR ITS SPRING CAMPAIGN**

The “I am JACOB” campaign featuring three Canadian personalities who perfectly reflect the brand’s values is being launched today

Montreal, February 7, 2011 – JACOB, the Montreal-based women’s fashion retailer, is launching its spring campaign today in its 100 JACOB stores across the country highlighting three personalities who endorse the brand: Snowboarder Kimiko Zakreski, Social Media Author and Strategist Amber Mac and Actress Karine Vanasse. It is the first time in JACOB’s 33 year history that it is joining forces with well-known Canadians.

“Kimiko, Amber and Karine perfectly reflect our brand as well as the passionate and determined young professional who shops at JACOB,” explains Cristelle Basmaji, spokesperson and daughter of JACOB’s founders. “We chose brilliant and accomplished women from different fields who live in various parts of the country to represent the brand.”

I am JACOB

This spring, Canadian consumers will rediscover the JACOB they have known and cherished for over 30 years. Beyond the black and white photos which have always distinguished the brand, the campaign photos truly capture the emotions of these women who prove, through their expressions, just how confident they are.

This season, the campaign’s taglines strongly communicate JACOB’s values as well as the personalities of this season’s brand ambassadors: **“Smart, determined, magnetic... I am JACOB”**. **“Witty, bold, vibrant... I am JACOB”**.

“For me, the JACOB brand conveys strength, optimism and drive,” explains Amber Mac, Social Media Author and Strategist. “I was excited to be part of this campaign because I feel that the brand’s values reflect my personality and ambitions as a business woman.”

I wear JACOB

“I jumped at the opportunity to be part of this campaign, especially because JACOB is a Canadian brand,” exclaims Snowboarder Kimiko Zakreski. “At this stage in my life, I’m looking for high quality investment pieces that I can hold onto for a long time; that’s exactly what I’ve found at JACOB for more than 10 years now.”

JACOB’s spring 2011 collections are modern and timeless; they display the perfect balance between reinvented classics and items inspired by the season’s key trends with a quality unique to JACOB ensuring a long lifespan in the wardrobe of thousands of women.

I accept to not be retouched

On September 1, 2010, JACOB became the first women’s fashion retailer in Canada to publicly commit to no longer digitally alter the body shape of its models. JACOB also became one of the first companies to sign the Quebec Charter for a Healthy and Diverse Body Image.

Karine Vanasse, Kimiko Zakreski and Amber Mac have all agreed to not be retouched in the campaign’s photos in order to allow JACOB to maintain its important commitment.

JACOB, a lifestyle

Recognised as a leader on the Canadian women's apparel market for more than 30 years, JACOB is committed to creating smart fashion that highlights the individual beauty of every woman. JACOB offers quality clothing, lingerie, accessories and beauty products at affordable prices under the JACOB and JACOB Lingerie banners. By pairing trendier pieces with reinvented classics, JACOB enables the professional woman to put together a wardrobe tailored to her multi-faceted lifestyle. Based in Montreal, this family-run company has over 130 stores and close to 2,000 employees across Canada.

-30 -

To request an interview, photos or video, please contact:

Julia Racine
Public Relations Coordinator
514.731.8731 extension 2389
jrachine@jacob.ca

FTP adress: ftp.jacob.ca
User name: jacobMedia
Password: Mediajacob