

PRESS RELEASE
For immediate release

CYBER MONDAY

JACOB E-COMMERCE SALES ARE 20 TIMES HIGHER THAN AN AVERAGE MONDAY AS THE RETAILER ENCOURAGES CUSTOMERS TO BUY CANADIAN

Since its launch on October 11th, jacob.ca attracted 350,000 visitors and 2,500 transactions, making it one of JACOB's top 5 performing stores across Canada

Montreal, November 29, 2011 – JACOB capitalized on Cyber Monday's increasing popularity in the United States and Europe and achieved its biggest sales day to date by offering 40% off everything on jacob.ca yesterday only. At the end of the day, 22,000 people had visited jacob.ca and made more than 750 transactions, 10 times more than an average day. This incredible increase in traffic caused the site to crash for 10 minutes yesterday but was quickly re-established to enable customers to continue benefitting from this exceptional deal. At the end of the day, we achieved more sales than our best week since the launch. We also quadrupled our sales record for an average day.

"We hope we encouraged our customers to buy Canadian at a time when many people are crossing the border to benefit from American Thanksgiving sales," declares Cristelle Basmaji, Spokesperson and Communications Director for JACOB. "We are thrilled to see that our Cyber Monday sale helped us achieve our biggest sales day since our e-commerce launch."

Since the launch of its online store on October 11th, traffic and sales have greatly exceeded expectations and if the trend continues, the company will more than double its sales objectives for its first year of operations. JACOB has yet not done any advertising for its e-commerce site; these results were generated by e-newsletter promotions to the company's Inner Circle, communications on its facebook page and word of mouth.

CYBER MONDAY STATISTICS

- 12,000 visitors on jacob.ca
- Biggest sales day to date already achieved at noon yesterday
- Yesterday's sales were higher than our best week since the launch
- More than 750 transactions, 10 times more than an average day
- Yesterday's 3,5% conversion rate is 6 times higher than the conversion rate for an average day

STATISTICS SINCE LAUNCH

- After only 6 weeks, jacob.ca became one of the top 5 performing stores across the country
- 350,000 visitors since the launch
- 250,000 visitors in November 2011 compared to 163,000 in November 2010, an increase of 53%
- More than 2,500 transactions since the launch, an average of 52 transactions per day
- The average e-commerce transaction is close to twice the average transaction in stores
- Most popular products on Jacob.ca are blouses, sweaters and coats

LIVE CHIC. LOVE JACOB.

Recognized as a leader in 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 1,200 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.

For information or to schedule an interview with JACOB's spokesperson, please contact:

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