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## Destination XL® Launches National Ad Campaign To Support Major Retail Expansion

### "NO MAN'S LAND" SHINES A SPOTLIGHT ON THE FASHION CHALLENGES FACED BY THE BIGGER GUY

CANTON, Mass., May 6, 2013 /PRNewswire/ -- Destination XL Group, Inc. (NASDAQ: DXLG), the leading retailer of men's XL apparel and accessories, launched a new national advertising campaign designed to draw attention to the many challenges men who wear XL sizes face when shopping for clothes and position [Destination XL](#) (DXL) as the one-stop-shopping solution for the style needs of this underserved consumer.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/61481-destination-xl-national-ad-campaign-to-support-major-retail-expansion>

(Photo: <http://photos.prnewswire.com/prnh/20130506/MM04785>)

The TV and radio spots, titled "No Man's Land", use humor to underscore the shared and relatable shopping frustrations bigger guys face, and remind them that Destination XL is committed to addressing their fashion needs. The television spot features bigger men standing in a barren wasteland aimlessly searching for quality clothing that fits. In one scene, a grown man in his underwear exclaims, "I found this shirt, but I can't find any pants that fit" as he sifts through clothes desperately trying to piece together an outfit. This is a common problem for men searching for XL sizes who, more often than not, walk out of stores empty-handed due to the consistent lack of options.

"The symbolism of standing in a vacant wasteland of a shopping center, neglected by retailers, hits home for many bigger guys," said DXLG Chief Executive Officer David Levin. "Our mission at Destination XL is to fill this void by offering these guys the widest array of styles, brands and selections in the sizes they need to help them look and feel their best."

The ad campaign launched on May 5 with a national rollout that includes cable TV, radio and outdoor placements. DXLG teamed with Interpublic Agency, Gotham, to create the spot. The new campaign coincides with the accelerated store expansion plan for this rapidly growing men's XL retailer. Destination XL, which currently has more than 50 stores across the country, expects to operate between 105 and 112 stores by the end of the fiscal year, and more than 200 stores by 2016.

In conjunction with the ad campaign, DXL will soft-launch a real-time marketing initiative designed to acknowledge common challenges XL guys face, like cramped airplane seats, ill-fitting clothing and uncomfortable car rides. Starting today, men are encouraged to share their #bigguyproblems via Twitter with @DestinationXL in an effort to shine the light on the issues bigger guys face.

The DXL store is a unique one-stop shopping destination, offering a broad assortment of styles from casual wear to suits and ties, and more than 100 brands with selections ranging from private labels, sure to appeal to the value-conscious shopper, to the hottest designer brands such as Lacoste, Michael Kors, DKNY Jeans, Lucky Brand Jeans, Robert Graham and more. The DXL store carries product assortments in sizes starting at XL along with tall sizes, plus waist sizes from 38" and up, as well as shoe sizes 10W-16 in widths to 4E, all in a spacious, welcoming environment built just for men. The DXL store provides a unique shopping experience with conveniences such as knowledgeable associates to help customers put together the perfect outfit and in-store tailoring to ensure the best fit.

For more information on "No Man's Land" visit [DestinationXL.com](http://DestinationXL.com), [Facebook.com/OfficialDXL](https://www.facebook.com/OfficialDXL) or [Twitter.com/DestinationXL](https://twitter.com/DestinationXL).

#### **About Destination XL Group, Inc.**

Destination XL Group, Inc. is the largest retailer of men's apparel in sizes XL and up, with operations throughout the United States, Canada and in London, England. The company is currently in the process of transitioning from Casual Male XL to focus primarily on the Destination XL concept. With more than 1,000 private label and name-brand styles to choose from, customers are provided with a unique blend of wardrobe solutions not available at traditional retailers. Destination XL Group, Inc. currently operates 333 Casual Male XL retail and outlet stores, 12 Rochester Clothing stores, 55 Destination XL stores and direct-to-consumer businesses which include several catalogs and e-commerce sites, including [www.destinationxl.com](http://www.destinationxl.com). The Company is headquartered in Canton, Massachusetts, and its common stock is listed on the NASDAQ Global Market under the symbol "DXLG."

SOURCE Destination XL Group

