

Casual Male Retail Group, Inc. to Open Big and Tall Destination XL(TM) (DXL(TM)) Superstore in Las Vegas

New Lifestyle Superstore to Cater to All Big & Tall Men's Needs Under One Roof

CANTON, Mass., Aug 16, 2010 /PRNewswire via COMTEX/ -- Casual Male Retail Group, Inc. (Nasdaq: CMRG), the leading retailer of men's big and tall apparel, has officially opened its first Destination XL (DXL), a new men's superstore concept catering to the bigger and taller man, in Las Vegas, Nevada. Located at 4211 Paradise Road, this new lifestyle offering caters to the many fashionable needs and wants of today's big & tall man.

DXL is a unique, all-inclusive concept that will offer a wide range of clothing, shoes and products under one roof from CMRG's four existing apparel businesses. The comprehensive selection of products is intended to appeal to the various lifestyles and socioeconomic groups across the big and tall market. Currently with three other locations in Schaumburg, IL; Houston, TX and Memphis, TN, DXL will offer a collection of good, better and best products merchandised by lifestyle, with a focus on servicing the "end-of-the-rack" department store shopper. The DXL store is also designed to cater to the smaller size area of the market, currently underserved by Casual Male's traditional store model. The stores will carry product assortments in a range of very broad sizes starting at XL in tops and a 42 inch waist in pants for the bigger customer and a 38 inch waist for the taller customer. As a result, DXL is expected to appeal to a broader target market with the potential to capture new opportunities for revenue growth.

The superstore concept was created following a six-month consumer research study conducted by L.E.K. Consulting that found that big and tall men are looking for more options in a "one-stop-shop" environment and are willing to travel longer distances for a place that caters to their specific needs.

"DXL is a new and innovative retail concept that is attuned to our customers' needs and we are excited to open our first store in Las Vegas," says David Levin, President and CEO of CMRG. "Our target customer wants choices, value for their dollar and the convenience and unique shopping experience DXL offers. We are confident that our new lifestyle superstore concept will offer the unique shopping experience that many big and tall men have been seeking."

At an estimated 10,000 square feet and with thousands of clothing options in big sizes XL-7XL, tall sizes LT-6XLT and waist sizes 38-64, the DXL experience will feature the most extensive assortment of Big & Tall selections in the U.S. It will also house hundreds of shoes in extended sizes. The additional square footage of the new DXL concept will carry a vast selection of brands and sizes from value-priced apparel to high-end luxury brands, including Casual Male XL's own private labels to well-known designer brands such as Polo Ralph Lauren®, Calvin Klein®, Tommy Bahama® and Cole Haan®.

The DXL superstore concept will be also be supported by an all-inclusive e-commerce site (<http://www.destinationxl.com>), launching in 2011, which will offer the same breadth of apparel and products.

About Casual Male Retail Group

Casual Male Retail Group, Inc. is the largest retailer of big and tall men's apparel with operations throughout the United States, Canada and Europe. Casual Male Retail Group, Inc. operates 454 Casual Male XL retail and outlet stores, 19 Rochester Clothing stores, 4 Destination XL stores and direct to consumer businesses which include several catalogs and e-commerce sites. The Company is headquartered in Canton, Massachusetts, and its common stock is listed on the NASDAQ Global Market under the symbol "CMRG."

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