

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

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**FORM 8-K**  
CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): September 15, 2005

0-15898  
(Commission File Number)

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**CASUAL MALE RETAIL GROUP, INC.**  
(Exact name of registrant as specified in its charter)

Delaware  
(State of Incorporation)

04-2623104  
(IRS Employer  
Identification Number)

555 Turnpike Street, Canton, Massachusetts 02021  
(Address of registrant's principal executive office)

(781) 828-9300  
(Registrant's telephone number)

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Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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**ITEM 7.01 – REGULATION FD DISCLOSURE**

The Company is scheduled to present at the Susquehanna International Group, LLP Retail Focus Forum on September 15, 2005. A copy of the slides to be presented are attached to this report as Exhibit 99.1, which slide presentation is incorporated by reference herein.

The slide presentation contained in the exhibit includes statements intended as “forward-looking statements,” which are subject to the cautionary statement about forward-looking statements set forth in the exhibit. The slide presentation is being furnished, not filed, pursuant to Regulation FD. Accordingly, the slide presentation will not be incorporated by reference into any registration statement filed by the Company under the Securities Act of 1933, as amended, unless specifically identified therein as being incorporated therein by reference. The furnishing of the slide presentation is not intended to, and does not, constitute a determination or admission by the Company that the information in the slide presentation is material or complete, or that investors should consider this information before making an investment decision with respect to the Company.

**ITEM 9.01 – FINANCIAL STATEMENTS AND EXHIBITS**

(c) Exhibits

<u>Exhibit No.</u>	<u>Description</u>
99.1	Presentation dated September 15, 2005

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

CASUAL MALE RETAIL GROUP, INC.

By: \_\_\_\_\_ /s/ DENNIS R. HERNREICH

**Name: Dennis R. Hernreich  
Title: Executive Vice President  
and Chief Financial Officer**

Date: September 15, 2005



**CASUAL MALE XL**

**ROCHESTER  
BIG & TALL**

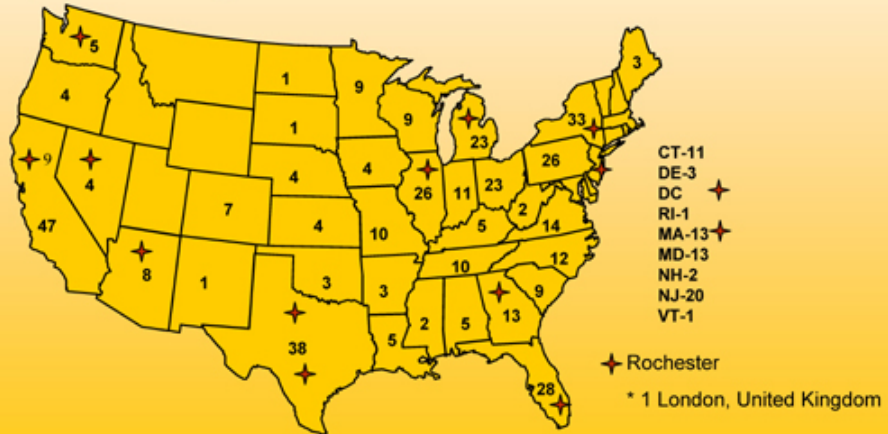
September 2005

# The CMRG Story

- Undisputed leader within a \$6 billion men's big & tall apparel arena
- Dominant player within specialty big & tall store with 65% market share
- Increased opportunity to consolidate a fragmented market by focused merchandising initiatives and advanced marketing techniques
- Focused our growth & profitability on both of our big & tall brands - Casual Male and Rochester.

# Business Overview

- Casual Male Big & Tall and Rochester Clothing are the nation's largest specialty retailers of big & tall clothing with 526 stores in 44 states and UK
- A highly fragmented marketplace combined with rapidly growing big & tall population creates opportunity for store growth to 600-700 stores



Fall 2005

Photo: [unreadable] / [unreadable]

# ROCHESTER

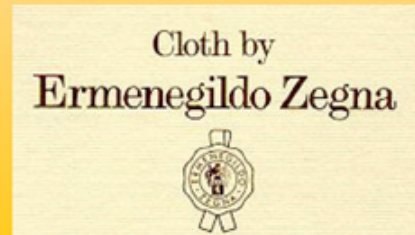
BIG & TALL

# Rochester Brands

claiborne  
CANALI



**KENNETH COLE** new york





# Benefits to CMRG

- Combined entities give CMRG 65% market share of specialty retail sector
- Not a turn around – accretive to earnings in year one
- Senior management continues with incentive contracts
- Synergies will increase gross margin, reduce overhead costs (warehouse, administration, insurance, etc.)
- Comparable multi-channel opportunities to Casual Male
  - Internet/catalog over 20% of sales in less than 3 years
- Store growth opportunities
  - Underserved markets
  - Growth of 5 – 7 stores/yr
  - International opportunities



# Rochester Big & Tall Transaction

- 21 U.S. stores; 1 in London
- Total revenue \$65.0M
- Audited EBIDTA of \$3.3M
- Potential for an additional 3 million dollar savings through integration

– Average sales per store	\$2.3M	vs	CM \$650,000
– Average transaction	\$400	vs	CM \$75
– Average store sq. footage	5,000-6,000 sq. ft.	vs	CM 3,500 sq. ft.
– Average income of customer	\$100,000+	vs	CM \$71,000
– Cost to open new store	\$100 sq. ft.	vs	CM \$36 sq. ft.
– Inventory needed	\$375,000	vs	CM \$125,000



fall  
2005

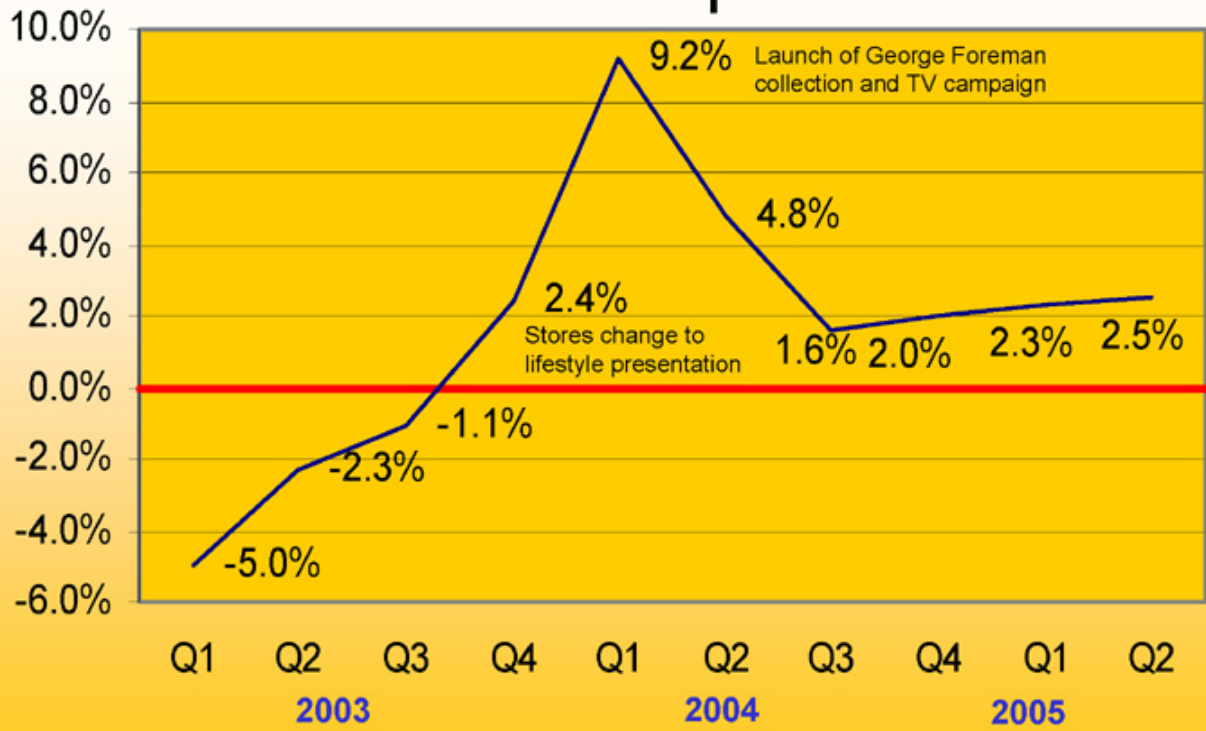
exclusive—  
626 Blue!

Nine shirt sold  
on page 30

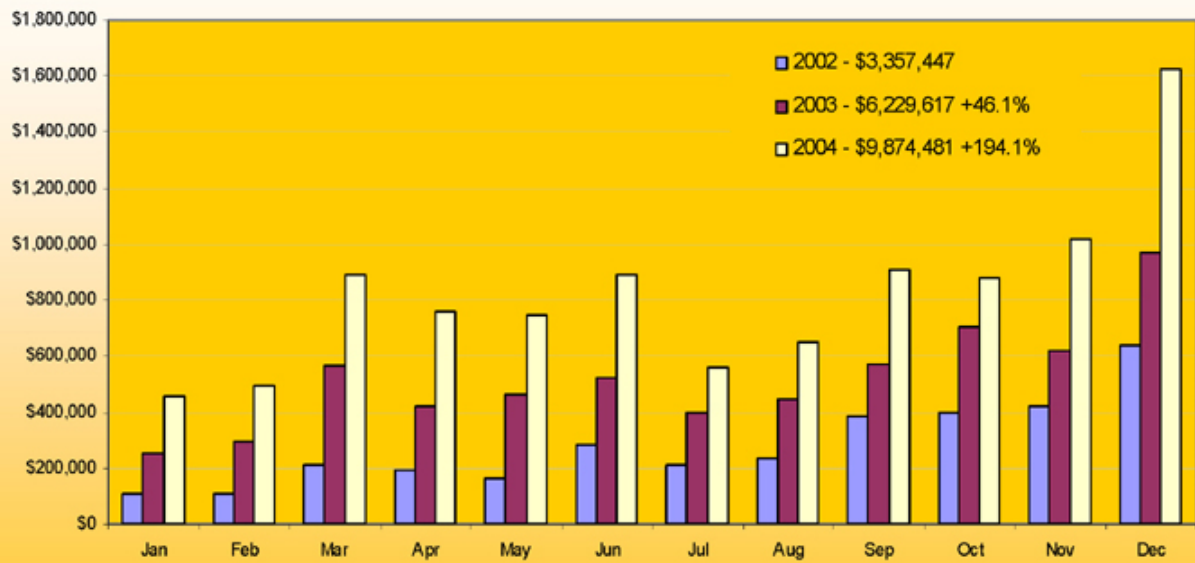
**Casual Male**  
**BIG & TALL**

1.800.767.0319  
casualmale.com

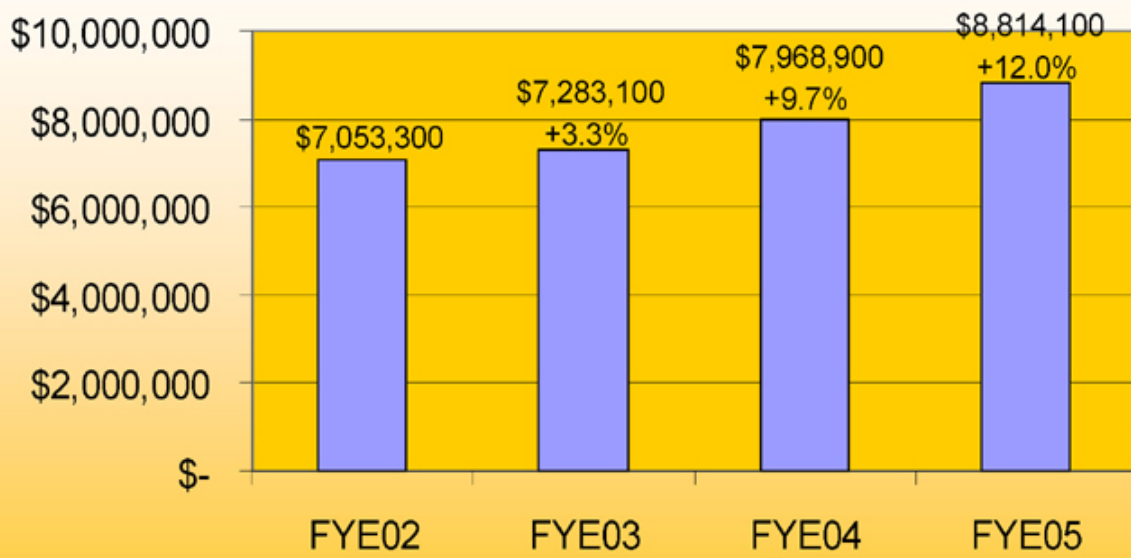
# Comp Store Trend



# Internet Sales by Month

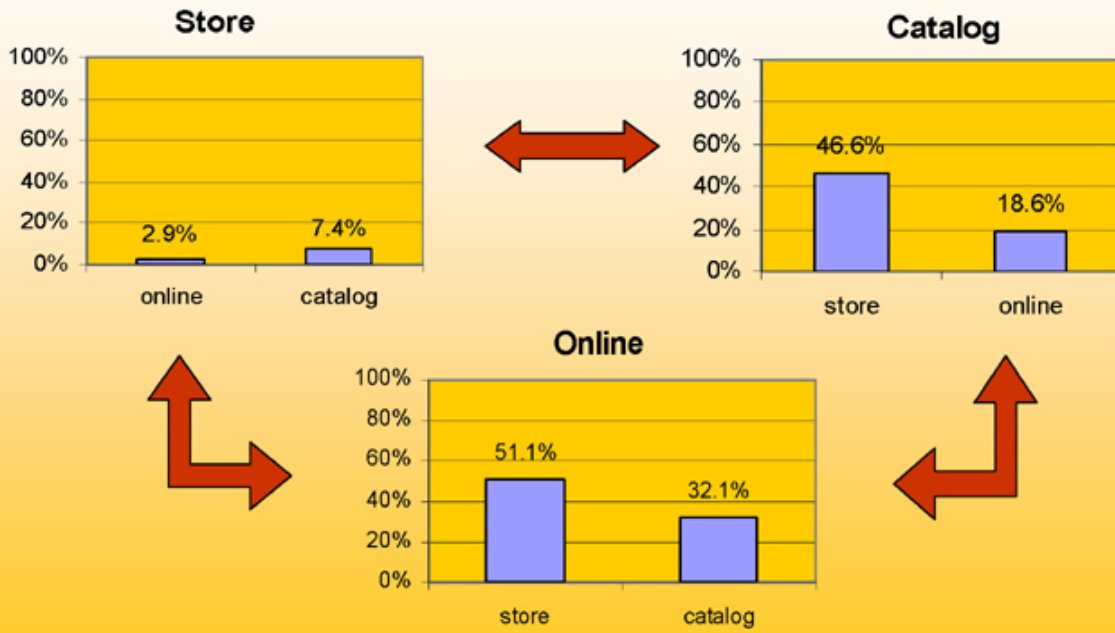


# Store Catalog Sales



\* % gains over FYE02

# Multi-Channel



# Customer Sales by Channel

Retail only	100
Catalog Only	123
E-commerce Only	104
Retail & Catalog	276
Retail & E-commerce	290
Catalog & E-commerce	286
Retail & Catalog & E-commerce	455

\* Indexed to retail only shoppers





fall 2005  
exclusive—  
626 Blue!

new shirt size  
on page 38



new stripes  
Rev up your style with the  
latest, crisp-looking shirts!

\$39.99  
your choice

sale save up to 20%  
Nyne & Bruno®  
Contemporary long-sleeve woven  
shirts with point collar for dress  
or casual. Choose from a refreshing  
array of stripes that add a new  
dimension to your wardrobe.  
Comfort cotton and cotton blends.  
Sizes: 1X-6X, LT-5XLT  
Pkg. \$49-\$59

new styles and colors  
page 39 to 40

you name it. we've got it.

**Casual Male**  
BIG & TALL

home | sale | clearance | stores | catalog

you name it. we've got it.

fall 2005

introducing...  
our new fall catalog, over 150  
new styles to choose from.

brands you want,  
styles you like, sizes that fit.  
1X-6X & LT-5XLT  
waist sizes: 36-70 inseams: 28-40

**Polo Ralph Lauren® • Nautica®  
Calvin Klein® • Cutter & Buck®  
Izod® • George Foreman  
626 BLUE® • Calvin Klein Jeans®  
Geoffrey Beene® • Axis®  
Reebok® • Harbor Bay®  
Dockers® • Levi's®**

Click here to shop our new fall catalog.

fall 2005

introducing...  
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626 BLUE® • Calvin Klein Jeans®  
Geoffrey Beene® • Axis®  
Reebok® • Harbor Bay®  
Dockers® • Levi's®**

Click here to shop by catalog



Free domestic ground shipping with your purchase  
of \$150 or more\* enter code NEW4FALL at online checkout

# Brand Strategy

## **2002 IMU (initial mark-up) under 65%**

Levis/Dockers & Harbor Bay/Menswear

## **2005 IMU now over 67%**

George Foreman, Levis/Dockers, Reebok, Polo Jeans, Nautica Jeans, Izod, Perry Ellis, Calvin Klein, Geoffrey Beene, Henry Grethel, Harbor Bay

- Result – Better sourcing (reduction of # of vendors)
- Anticipate continued improvement in 2006
  - Direct sourcing Li & Fung
  - China Pricing

- 52 page retail catalog
- Mailing Aug, Nov, & Dec  
500,000 pieces per mailing

fall 2005

you name it. we've got it!  
brands you want. styles you like. sizes that fit.



Ralph Lauren Calvin Klein  
526 BLUE Vintage Surplus DOCKERS IZOD  
LEVI'S HARBOR BAY NAUTICA  
GEORGE FOREMAN POLO JEANS COMPANY  
GEOFFREY BEENE Reebok  
N. NAUTICA JEANS COMPANY Casual Male  
BIG & TALL nyne

Shop in-store, plus visit us online 1.800.767.0319 • casualmale.com



introducing

# 626 BLUE®

## *Vintage Surplus*

Not only will you discover the classic character of our new brand,

626 BLUE®, but you'll enjoy shopping our entire selection of quality name brands, designed to fit your size and your style.

- Polo Jeans Co.® • Izod®
- Polo Ralph Lauren® • Neutec®
- NYNE® • Calvin Klein Jeans®
- Harbor Bay® • Geoffrey Beene®
- Comfort Zone by George Foreman™
- and much, much more!

Visit Casual Male to see what you've been missing— we've got it all for you!

2 [casualmale.com](http://casualmale.com)

Order anytime, toll-free: 1.800.767.0319



**626 BLUE®**  
Vintage Shirts

introducing today's classics  
Define your style with the attitude reflected in vintage apparel!





**626 BLUE®**  
Vintage Shopix

today's new classic options  
Discover your favorites in timeless styles, fits and washes!



- A. 626 BLUE® Trucker Jacket**  
80% polyester, 20% cotton.  
Machine wash, Imported.  
Tel: M,7-6XLT; Dig: 29-4X  
#94771 Trucker Jacket: \$60
- B & D. 626 BLUE® Screen print T-shirt**  
100% cotton. Machine wash, Imported.  
Tel: 29LT,4XLT; Dig: 29-4X
- B. #94666 Brick: \$30**
- C. #94668 Chocolate: \$30**
- D. #94669 Blue: \$30**
- E. 626 BLUE® Premium Wash Jeans**  
100% cotton. Machine wash, Imported.  
Wash: 44-45; Inseam: 29-30.  
#94719 Premium Wash Jeans: \$48.00

Order anytime, toll-free: 1.800.767.0333

# Gross Margin Opportunity

- Core vs. seasonal/fashion – core year round basic stock items (5 pocket jean, pique polo, pocket tee, underwear, etc.)
- Implementation of E3 (replenishment system) determined that we were 25% out of stocks on core items – demand exceeded supply
  - Better margins on core products than seasonal/fashion

# Guaranteed In-stock Program

we've  
got it.  
You'll find your  
size or it's free.

**YOUR  
SIZE  
IN STOCK** guaranteed.

**Great Men's  
CLOTHING**



- 7 key items
- Guaranteed In Stock Program – Bottoms 49 sizes, delivery in 5 working days or FREE
- August 10 chain rollout





Great sale prices on your favorites! Stock up now on everyday basics. In-stock or it's **free**. Guaranteed!



**sale \$21<sup>99</sup>**  
**WHEN YOU BUY 3 OR MORE**  
**Harbor Bay® Pique Polos**  
 Button placket and straight hem with side vents. 100% cotton. Colors: red, navy, grey, white, black. Reg. \$35

Color	XS	S	M	L	XL
Red	12	25	35	45	52
White	12	25	35	45	52

\*Requires a valid credit or debit card. Offer good only for in-store purchases. In-store only. See store for details. Offer good while supplies last. Offer ends 8/31/14. See store for details. Sale price for in-stock items only. Items not in stock are also sold on online and online purchases from August 18th thru August 21st. Bring our best items on sale today at [www.dickssportswear.com](http://www.dickssportswear.com)



Available in 40 sizes!



**sale \$39<sup>99</sup>**  
**Harbor Bay® Loose-fit Jeans**  
 Loose fit through the seat and thighs. 100% cotton. Colors: stone-wash, black. Reg. \$45

Color	28	30	32	34	36	38	40	42	44	46	48	50	52
Stone-wash	10	15	20	25	30	35	40	45	50	55	60	65	70
Black	10	15	20	25	30	35	40	45	50	55	60	65	70



waist-relaxer®  
 fabric waistband  
 expands up to 4" for comfort



Available in 40 sizes!



**sale \$39<sup>99</sup>**  
**Comfort Zone® by George Foreman®**  
**Waist-Relaxer® Casual Pants**  
 Double-pleat style in 100% cotton fabric. Colors: navy, black, tan. Reg. \$45

Color	28	30	32	34	36	38	40	42	44	46	48	50	52
Navy	10	15	20	25	30	35	40	45	50	55	60	65	70
Black	10	15	20	25	30	35	40	45	50	55	60	65	70
Tan	10	15	20	25	30	35	40	45	50	55	60	65	70



**sale \$16<sup>99</sup>**  
**WHEN YOU BUY 3 OR MORE**  
**Harbor Bay® Pocket T-Shirts or**  
**Comfort Zone® by George Foreman®**  
 Hemmed seams in soft 100% cotton. Colors: navy, red, white, black, grey. Reg. \$25-\$34

Color	XS	S	M	L	XL
Navy	12	25	35	45	52
White	12	25	35	45	52
Black	12	25	35	45	52
Grey	12	25	35	45	52



waist-relaxer®  
 fabric waistband  
 expands up to 4" for comfort



Available in 40 sizes!



**sale \$44<sup>99</sup>**  
**Comfort Zone® by George Foreman®**  
**Waist-Relaxer® Dress Pants**  
 Double-pleat style with button fly and welt pockets. 65% polyester, 35% rayon. Colors: grey, black. Reg. \$75

Color	28	30	32	34	36	38	40	42	44	46	48	50	52
Grey	10	15	20	25	30	35	40	45	50	55	60	65	70
Black	10	15	20	25	30	35	40	45	50	55	60	65	70



**sale \$34<sup>99</sup>**  
**Comfort Zone® by George Foreman®**  
**Neck-Relaxer® Dress Shirts**  
 Adjustable button cuffs and vented hem. Cotton-blend. Button-down. Colors: white, black. Button-down. Colors: white, black. Reg. \$55

Color	XS	S	M	L	XL
White	12	25	35	45	52
Black	12	25	35	45	52

New Design

CASUAL | MALE XL



# Objectives

- Change the consumer perception of Casual Male to increase awareness of brands, sizes and comfort carried in all channels and appeal to the younger, smaller and taller B&T consumers.
- Re-engineer the look and feel of the Casual Male brand in all communications including in-store experience, web & catalog
- Test an alternative to a high POS marketing strategy to include: loyalty program, to stop the dependency on always being a promotion.
- Develop and advance MGI and personal guest relationship marketing

# Developmental Markets

DMA	Population	Market Rank	Anchor Stores	Outlet Stores
Phoenix, AZ	2017.3	15	5	1
Columbus, OH	630.1	34	4	2
Grand Rapids, MI	683.5	38	3	0
Indianapolis, IN	589.6	25	6	1
Rochester, NY	392.6	74	4	0
San Antonio, TX	643.6	37	4	0
Total:	4956.7		26	4

# Effectuated Change

- Exterior store
- Interior of store, visual presentation, signage, POS package
- Bags
- All communications
  - Direct mail
  - Email
  - Catalog version
  - Website
  - New Private label credit card
- Associate training





# Price Signage

**SALE**

**16<sup>99</sup>** EACH  
WHEN YOU  
BUY **2**

SAVINGS OF \$10.02

SELECTED **styles**

NO payments, NO interest  
FOR **90** days\*

CASUAL MALE XL  
EXTRA LARGE

Offer applies to minimum purchases of \$100 or more per transaction made between 1/25/18 thru 1/25/19 using your preferred customer guest card. For complete details and to apply for your preferred customer guest card, see store associate or visit [casualmale.com](http://casualmale.com)

**25%** OFF

SAVINGS OF \$8.74

HARBOR BAY **shirts**

# Catalog

You name it,  
we've got it —  
in big & tall sizes

- axis
- calvin klien
- cutter & buck
- dockers
- george forman
- izod
- nautica jeans co.
- polo jeans co.
- reebok



Warming up to the cold weather.

[casualmale.com](http://casualmale.com) 1.800.767.0319

# Sale Flyer



**SUMMER  
CLEARANCE  
SALE**  
30% - 60% off  
Ticketed Prices

CASUAL MALE XL

Thursday, June 19th thru Tuesday, July 21st

**SUMMER  
CLEARANCE  
SALE**  
30% - 60% off  
Ticketed Prices

about-closets look & saves shirts  
sweat pants & shorts  
jackets, pants & shirts  
with suspenders & dress pants  
dress shirts  
shorts  
sweatshirts  
long-sleeved  
winter tops & shorts

CASUAL MALE XL  
401544  
Steve Phillips  
25 Drydock Ave  
Boston, MA 02210

401544  
Steve Phillips  
25 Drydock Ave  
Boston, MA 02210



CASUAL MALE XL

**FALL  
SUIT  
SALE**  
\$20 FREE  
Award your next  
purchase with this coupon

Thursday, October 18th thru Wednesday, November 18th

**FALL  
SUIT  
SALE**  
The best name brands in your closet!

CASUAL MALE XL

**\$20 FREE** Award your next  
purchase with this coupon

401544  
Steve Phillips  
25 Drydock Ave  
Boston, MA 02210

401544  
Steve Phillips  
25 Drydock Ave  
Boston, MA 02210

casualmale.com

http://www.casualmale.com/ Google

# CASUAL MALE XL

SIGN UP FOR E-MAILS

OUR STORY SHOP BY CATALOG STORES WISH LIST MY ACCOUNT SHOPPING BAG



**BIG & TALL**  
**FALL 05**  
You name it,  
we've got it.

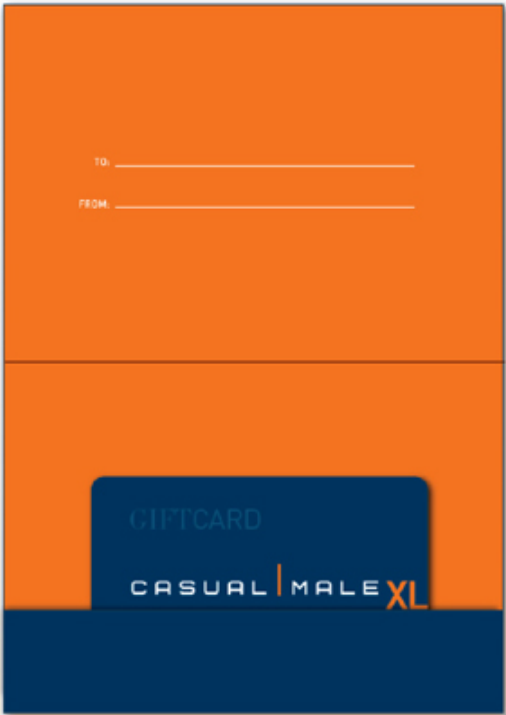
REQUEST CATALOG | GIFT CERTIFICATES | CM REWARDS  
ABOUT US | CONTACT US | HELP | YOUR PRIVACY RIGHTS | EMPLOYMENT | INVESTOR RELATIONS

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# Bags



# Gift Card



# Private Label Charge



# Forward - Looking Statement

Any remarks that we make today about future expectations, plans and prospects for Casual Male Retail Group, Inc. which are not historical facts, are forward-looking statements that involve risks and uncertainties. For a discussion of such risks and uncertainties, which could cause the Company's actual results to differ from those contained in the forward-looking statements, please read the section entitled "Forward-Looking Statements" in the Company's most recent Form 10-K and Form 10-Q and the Form 8-K filed on April 8, 2005 with the Securities and Exchange Commission.





Casual Male Retail Group

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Canton, MA 02021

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