

Casual Male Retail Group, Inc. Launches Online XL Community with Creation of BoldXL

CANTON, Mass., Aug 15, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- CMRG Asserts Its Industry Leadership with First Ever Social Networking Site for the Big & Tall Male

Casual Male Retail Group, Inc. (Nasdaq: CMRG), retail brand operator of Casual Male XL, Rochester Clothing, B&T Factory Direct, LivingXL and ShoesXL, is leading the charge into a new age of social networking with the launch of BoldXL (www.boldxl.com), providing the younger big and tall niche with an online community. The site will allow its users to connect with others across the country 24 hours a day, 7 days a week, 365-days a year.

"With millions of people spending significant amounts of their time online everyday, it makes perfect sense for us to provide the big and tall niche with an open forum to share stories and interact with their peers in a way that was previously unavailable to them," stated David Levin, President and CEO of Casual Male Retail Group. "Currently, a growing number of our customers fall into the 18 - 24 age bracket and with the launch of BoldXL, we will have another medium to reach this younger demographic, further expanding our customer base."

Casual Male worked with Wisconsin based agency, Planet Propaganda, on the design and content of the website creating a young, cool, BOLD look. BoldXL will enable its users to share stories and experiences about being a big and tall guy, divulge fashion tips and discuss favorite looks. Moreover, visitors will also be able to purchase apparel and footwear from a selection of well-known designer brands and Casual Male XL private labels relating to this demographic directly through ShopBoldXL (www.shopboldxl.com), providing another channel to grow Casual Male's strong e-commerce business.

"We put a lot of time and research into this initiative to guarantee there is an appetite for this online community amongst a younger demographic and received an overwhelming response from our existing customers," added Levin. "We are very excited about BoldXL and look forward to seeing the online community grow, connecting the big and tall niche and beyond."

Casual Male surveyed their existing 18 - 24 year old customers to gauge their feedback and get a sense of their attitudes towards social networking. The survey revealed eighty four percent of the respondents already participate in one or more social networking websites. Moreover, over half of those polled would participate in an online social network with individuals in the same age bracket and those that fall into in the big and tall category. These individuals are interested in BOLD content linked to their interests, as well as a network, which offers relevant fashion tips and products.

About Casual Male Retail Group

Casual Male Retail Group, Inc., the largest retailer of big and tall men's apparel with retail operations throughout the United States, Canada and London, England, operates 466 Casual Male XL retail and outlet stores, 27 Rochester Clothing 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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