

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

New Lifestyle Destination to Meet the Fashion Needs of Big & Tall Men

CANTON, Mass., July 7, 2011 /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 catering to the big and tall man, in Atlanta, Georgia. Located at 3157 Peachtree Road, NE, this new lifestyle offering caters to the many fashionable needs of today's big & tall man.

DXL is a unique, all-inclusive destination offering over 2,000 styles under one roof from CMRG's four existing apparel businesses, Casual Male XL, Rochester Big & Tall, Shoes XL and B&T Direct. The comprehensive selection of products is intended to appeal to the various lifestyles and socioeconomic groups across the big and tall market. Currently with four other locations in Schaumburg, IL; Houston, TX; Las Vegas, NV and Memphis, TN, DXL offers a collection of good, better and best products merchandised by lifestyle.

DXL offers solutions for the "end-of-the-rack" department store shopper or the smaller size area of the big and tall market. DXL was created following a six-month consumer 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 meets their specific apparel needs. As a result, DXL carries product assortments in big sizes: XL-7XL, tall sizes LT-6XLT and waist sizes 38-64.

"DXL is an emerging and innovative retail offering that is attuned to our customers' needs and we are excited to open our first store in Atlanta," says David Levin, President and CEO of CMRG. "Our customers seek choices, value, convenience and a unique shopping experience which DXL offers. We are confident that our success in other markets will be replicated here in Atlanta."

According to a Casual Male survey, size and selection are the number one reasons as to why men shop big and tall. At 12,082 square feet, DXL is the largest big and tall store in Atlanta. The DXL experience features the most extensive assortment of big & tall selections in the U.S., including shoes in extended sizes. DXL carries a variety 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®.

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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