

Casual Male Retail Group, Inc. Launches DestinationXL.com: A New One-Stop Shop for Big & Tall Shoppers

E-Commerce Destination Offers Personalized Shopping Experience

CANTON, Mass., Nov. 2, 2011 /PRNewswire via COMTEX/ -- Casual Male Retail Group, Inc. (Nasdaq: CMRG), the leading retailer of men's big and tall apparel, today announced the launch of DestinationXL.com, an e-commerce site offering the largest selection of clothing for big and tall men. As a one stop shop, DestinationXL.com will allow customers to shop the most extensive styles and price points offered online for big and tall customers, including over three hundred luxury brands, such as Calvin Klein, Polo Ralph Lauren, Tommy Bahama, Michael Kors and Reebok. In addition, DestinationXL.com will also allow customers to shop all CMRG websites using a shared shopping cart (casualmalexl.com, rochesterclothing.com, btdirect.com, shoesxl.com, and livingxl.com). Similar to the shopping experience provided in our 10 Destination XL stores, the website completes a multi-channel solution for the DestinationXL customer.

(Photo: <http://photos.prnewswire.com/prnh/20111102/NY98113>)

According to a survey conducted by Casual Male Retail Group, eighty nine percent of customers said that size and fit are the reasons as to why they shop big and tall. Answering these consumer demands, DestinationXL.com provides customers with a built-in size profiler - a unique customization tool that allows customers to enter and save their size specifications for either current or future shopping experiences. This ensures customers will only see products available in their size as our customers assemble their wardrobing needs.

"We're truly excited about the innovative and personalized shopping experience that DestinationXL.com offers our customers," said David Levin, President and Chief Executive Officer, Casual Male Retail Group. "As the category leader, we know that customer expectations are high and we know this site exceeds their demands with new innovations such as size profiling. Complementing our current and future DXL stores, this site offers the largest selection of big & tall apparel anywhere."

DestinationXL.com improves product search and sort capabilities allowing customers to filter their search by size, price, material, product features, color and brand.

Additional site features include:

- Customer product reviews
- "Ship-to-store" which allows customers to order products online and ship to their nearest Casual Male XL, Rochester Big & Tall, or Destination XL store location for free
- Improved product zoom and alternative views
- Customized product recommendations
- Entrance point to sign up for the XL Rewards program, whereby customers can check their loyalty point status, previous purchases and last rewards redeemed.
- "Outfitting" which is an online version of the in-store personal shopping experience

With more than a decade of experience in the retail industry and deep eCommerce expertise, Acquity Group was chosen by CMRG to lead the creative and IT development efforts that made the DestinationXL site possible. The team was responsible for developing the user experience and creative design for the new site, as well as the technology implementation of the Oracle ATG Commerce platform, essentially bridging the gap between experience design and technology fulfillment. The result is a state-of-the-art website that offers an unmatched customer experience.

"The entire collection of Casual Male Retail Group's product catalogs are now available in a simple, one-stop-shop platform," said Dennis Hernreich, COO and CFO of CMRG. "Acquity Group ensured seamless execution throughout all phases of technical design and implementation, and the redesigned customer interface flawlessly supports a new user experience. We are looking for Acquity Group to help us evolve Casual Male's digital presence through mobile and in-store capabilities."

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 437 Casual Male XL retail and outlet stores, 13 Rochester Clothing stores, 11 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."

About Acquity Group

Acquity Group is a leading global brand eCommerce and digital marketing company, creating award-winning digital experiences for global brands. Our multi-disciplinary approach brings together strategy, design, and technology to create brand-unique experiences that build unbreakable customer relationships. To define a unique perspective for your business, contact Acquity Group at www.acquitygroup.com.

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