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MEDIA RELEASE

PETER ALEXANDER OPENS FIRST STORE IN THE USA

Just Group today announced that Peter Alexander, one of Australia's most iconic fashion brands, has successfully opened its first store in the United States.



The new store is located at Valley Fair Mall in San Jose, California, one of Westfield's premier centres in the USA.

This is the first of three Peter Alexander retail outlets opening this year in the competitive, but lucrative Californian market. The next 2 stores will open in May at Americana at Brand, the latest Caruso development in Glendale L.A., and in August on Robertson Boulevard, one of L.A.'s hottest shopping strips.

Just Group's Managing Director, Mr Jason Murray, said that the company has been preparing for the international expansion of the Peter Alexander business since mid 2007 and is well set up to succeed in the USA despite the tough conditions currently facing retailers in that market.

"The Peter Alexander brand is a leader in the attractive sleepwear/loungewear market and our product offering is ideally suited to the American market, especially in the dynamic and fashion-conscious state of California," he said.

Mr Murray said that the company is intent on building brand awareness and the underlying infrastructure of the business before rolling out further stores and other channels. While the focus of the business is on the USA, opening outlets in 1-2 further countries is also possible over the next 18 months.

Commenting on the opening of the Valley Fair store, Wai Tang, the Executive leading the Peter Alexander business, said that the store is already attracting favourable comments from customers and industry experts.

“We are pleased and surprised at how much attention this opening is attracting throughout California. Peter himself is in high demand with the media and hundreds of consumers have already signed up to our VIP program,” she said.



The Peter Alexander brand operates 23 stores across Australia and New Zealand, in addition to distributing its range via catalogue, over the internet and in David Jones department stores.

Just Group is a leading specialty fashion retailer operating nearly 900 stores in Australia and New Zealand and 20 stores in South Africa via a joint venture. Founded in 1970, the Company operates leading fashion brands Just Jeans, Jay Jays, Dotti, Portmans, Jacqui E, Peter Alexander and Smiggle. Just Group was listed on the ASX (JST) on 7 May 2004.

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