



joe.ca

JOE FRESH STYLE™ FALL 2010 RUNWAY PRESENTATION

Stunning and diverse line-up of models and a sweet new soundtrack will headline one of LG Fashion Week beauty by L'Oreal Paris' hottest tickets

Toronto, ON (March 22, 2010) – On Wednesday March 31, 2010 at 9:30 p.m. the fall 2010 Joe Fresh Style™ collection will debut at LG Fashion Week beauty by L'Oreal Paris with an impressive roster of top models that reflect the brand's broad customer base. The new collection approaches everyday casualwear with a street-wise edge and mixes fabrics and textures to create a modern uniform. Models of all backgrounds were chosen for the power they brought to the garments.

Featured in the show will be Canadian model Kirsten Owen, who at 39 continues to wow with her striking cheekbones and piercing blue eyes. Owen was booked for her transcendent look which has evolved from early 90's grunge to today's sleek minimalism.

Also walking the runway is the gorgeous, Crystal Renn. After a very public battle with an eating disorder in her early teens, which was documented in her 2009 book, *Hungry*, Renn is now a healthy size 12 and appears frequently in top fashion magazines including Vogue, Harpers Bazaar and ELLE Canada.

"The Joe Fresh Style™ customer base is diverse and we wanted the runway show to reflect this," says Joe Mimran, Creative Director, Apparel, Home and Entertainment, Loblaw Companies Limited. "We create clothing for everyone, and know how important it is to show our styles on women of different ages and body types."

The show's soundtrack will close with the aptly titled, *Fresh*, from the brand new album of Juno Award winning, platinum selling recording artist Shawn Desman. The album is set to be released in May 2010 by UOMO/Universal Music Canada. The album's first single, *Shiver*, is one of the fastest moving songs at Top 40 radio in Canada and this will be the official debut of *Fresh*, an upbeat track destined to be a summer anthem.

Joe Mimran, Kirsten Owen, Crystal Renn and Shawn Desman are available for interviews on March 31, 2010.

About Loblaw Companies Limited

Offering Canadians stylish, fresh and affordable apparel and accessories for all seasons, the Joe Fresh Style™ brand is Loblaw Companies Limited's answer to Canadian consumers' desire for accessible, of-the-moment style. Creative Director, Joseph Mimran, oversees a line that features more than 400 items, from chic footwear to the latest in outdoor fashions, enabling today's busy Canadian consumer to shop for fashion right where she shops for food, health and home, and achieve a great look without breaking the bank. Joe Fresh Beauty™, an inspired collection of stylish and well-priced beauty products, was launched in 2009.

Loblaw Companies Limited, a subsidiary of George Weston Limited, is Canada's largest food distributor and a leading provider of drugstore, general merchandise and financial products and services. Loblaw is one of the largest private sector employers in Canada. With more than 1,000 corporate and franchised stores from coast to coast, Loblaw and its franchisees employ over 138,000 full-time and part-time employees. Through its portfolio of store formats, Loblaw is committed to providing Canadians with a wide, growing and successful range of products and services to meet the everyday household demands of Canadian consumers. Loblaw is known for the quality, innovation and value of its food offering. It offers Canada's strongest control (private) label program, including the unique President's Choice®, no name® and Joe Fresh Style® brands. In addition, the Company makes available to consumers President's Choice Financial® services and offers the PC® points loyalty program.

-30-

For products, images or additional information, please contact:

Alexis Coffey, Jane Gill & Associates, 416.922.4404, ext 21, alexis@janegillpr.com

Sauna McMahon, Jane Gill & Associates, 416.922.4404, ext 26, shauna@janegillpr.com

Alison Lawler-Dean, Loblaw Companies Limited, 416.516.5233, ext 1424,

Alison.Lawler-Dean@loblaw.ca