



joe.ca

JOE FRESH STYLE™ RE-LAUNCHES ITS POPULAR WEBSITE WITH MORE INTERACTIVITY

Joe.ca's new apps and widgets go live February 25, 2010

TORONTO, ON (February 8, 2010) – Loblaw Companies Limited is revamping joe.ca to offer its style-seeking consumers more fashionable content, entertainment and prize-winning opportunities from the ever-expanding Joe Fresh Style™ and Joe Fresh Beauty™ lines.

Re-launching Thursday, February 25, joe.ca will have a host of new features including the Joe Fresh™ Life Blog, daily polls and downloadable tools such as a free outfit assembly iPhone application and a fashion forecast widget. The re-launch, designed and created by award-winning agency Henderson Bas, coincides with the online unveiling of feature pieces from the Spring 2010 collection. In addition to the new content, joe.ca's visual design will be refreshed, combining the classic Joe Fresh™ aesthetic with a new pop-art feel.

"Joe.ca is already getting significant consumer traffic with more than 3,023 unique visitors a day resulting in more than 725,000 unique visitors in 2009," says Craig Hutchison, Senior Vice President, Marketing, Loblaw Companies Limited. "We want to ensure our new and loyal customers continue to find valuable and entertaining content each time they visit. Ultimately, we want joe.ca to be a top-of-mind fashion resource."

Fashion Shaker iPhone Application

Showcasing feature items from the current collection, the Joe Fresh Style™ Fashion Shaker iPhone application helps consumers assemble the perfect outfit on the go. After downloading, simply Flick to Pick™ one of 45 items and then shake to mix 'n' match an outfit. The program demonstrates which Joe Fresh™ pieces complement each other.

Fashion Forecast Desktop Widget

The Fashion Forecast desktop widget offers daily suggestions for weather-appropriate attire from coast-to-coast. Using a five-day forecast, the widget provides daily wardrobe recommendations based on the temperature range and weather conditions.

The widget is also connected to Twitter – bringing users @joefreshstyle Tweets to their desktops.

Joe Fresh™ Life Blog

The Joe Fresh™ Life Blog will offer daily touchpoints, including fashion trends, must-haves, events and promotions, behind-the-scenes exclusives and more. Each post will be written by the experts at Joe Fresh Style™ including fashion stylist Adrienne Shoom, renowned make-up artist Simone Otis, and even Joe Mimran himself, the creative director behind the brand.

Why Don't You... Polls

Inspired by fashion icon Diana Vreeland's Why Don't You... column in Harper's Bazaar, daily polls dare Joe Fresh Style™ consumers to make small fashion and lifestyle changes with big impact. From choosing a bolder shade of lipstick to lending a helping hand to a neighbour, consumers will be able to weigh in on a regular basis on dares they've done, will do and wouldn't dare try.

Joe.ca visitors can also submit their own dares for a chance to win great weekly prizes and a grand prize of a \$500 shopping spree.

Joe.ca will continue to feature its most popular sections, which include: seasonal collections, bath and beauty product, tips to 'get this look', voting for favourite styles, Fashion Week exclusives as well as basic tools like the store locator and email sign up options.

New for media members only is the press room. This handy resource will provide off-figure clothing photos, bios and press releases to keep you up to date with Joe Fresh Style™. To sign up, visit http://www.joe.ca/en/about_joe_fresh/press_room/

ABOUT LOBLAW COMPANIES LIMITED

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 139,000 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.

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For visuals or additional information, please contact:

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