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Beauty/Fashion/Lifestyle/News Editors



LOBLAWS & JOE FRESH STYLE LAUNCH COSMETICS COLLECTION

Joe Fresh Beauty hits shelves starting mid March '09

TORONTO, ON (March 16, 2009) – Loblaw Companies Ltd., Canada's one-stop destination for food and everyday household needs, and Joe Fresh Style, the epitome of affordable chic, are launching an inspired collection of stylish and well-priced cosmetics aptly named Joe Fresh Beauty. The comprehensive range of face, lip and eye products will be available starting mid March '09 in over 250 stores across Canada. Visit www.joe.ca/beauty for specific locations.

The Joe Fresh Beauty collection remains true to the Joe Fresh Style brand of offering customers quality products that are both fashionable and affordable.

Joe Mimran, Creative Director, Joe Fresh Style, says "The approach we've used with the fashion collection translates beautifully to cosmetics. We want to dress our customers from head to toe and that includes make-up. For us, it's always about value, style and quality."

With these three attributes top of mind, the collection has been created to be comparable to prestige lines that are frequently used by make-up artists, found in department stores and boutiques nationwide. Every item, from cheek tint to fine tip liquid eyeliner, is designed to have superior wearability and lasting coverage.

The collection features over 60 shades for lips and eyes. The colour palettes are designed to work effortlessly everyday with seasonal colour introductions to reflect the trends. Foundation shades work well for almost all skin tones and are consistent across all three formats: liquid, cream and pressed powder.

Using the following seven key Joe Fresh Beauty products, women on the go can create a naturally beautiful look in five minutes or less: cream foundation, duo concealer, cheek tint, fine tip liquid eyeliner, mascara, brow pencil and moisturizing lip tint.

The Joe Fresh Beauty collection has 200 SKUs with prices ranging from \$4-8 for make-up and \$2-16 for brushes and accessories.

"The partnership with Joe Mimran and our design team lets us enhance the shopping experience of all of our customers," says Elizabeth Margles, Vice President, Marketing, Joe Fresh Style, Loblaw Companies Limited. "The response to the Joe Fresh Style collections has been immediately positive, from apparel and jewellery to sunglasses and accessories. We want to continue to surprise and delight our customers with every shop."

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