

For Immediate Release



JA APPAREL CORP. SIGNS AGREEMENT WITH FOX SPORTS

Joseph Abboud® Designated as the Official NFL on FOX Wardrobe Supplier

NEW YORK, NY – September 16, 2009 – JA Apparel Corp announces the extension of its agreement with FOX Sports to continue as the official wardrobe supplier of the NFL on FOX and FOX NFL SUNDAY, the nation's most watched NFL pregame show. Building on the long brand heritage of sports associations, NFL on FOX and FOX NFL SUNDAY broadcast talent will wear Joseph Abboud® suits, sport coats and dress pants during the 2009-2010 season.

Initially launched during the 2008 season, the collaboration between America's top-rated sports network and the American lifestyle brand is a natural fit. The elite group of commentators to be outfitted in Joseph Abboud designs includes pro football Hall of Famers Terry Bradshaw and Howie Long; renown former NFL stars, Michael Strahan, John Lynch and Trent Green; Super Bowl-winning head coaches Jimmy Johnson and Brian Billick; and FOX NFL SUNDAY co-host Curt Menefee. Recognized for his up-to-the minute style, Strahan was voted Best Dressed Game Announcer by USA Today voters in January 2009. The commentators were measured by Joseph Abboud's tailors, and their made to measure suits were manufactured in the company's factory in New Bedford, MA.

This latest deal expands on Joseph Abboud's association in the world of professional sports. The brand is currently the official clothier of the NFL Coaches Club, and the NBA Coaches Association, along with dressing many players.

"We've had a long relationship with sports, and are so proud of our affiliation with the commentators at FOX Sports," said Marty Staff, President and Chief Executive Officer of JA Apparel Corp. "Having our own factory in America gives Joseph Abboud the flexibility to adapt to the personal style, and fit of each of these legends."

"We're extremely happy to again have FOX NFL SUNDAY pregame and NFL on FOX game broadcasters wearing Joseph Abboud clothing this football season," said FOX Sports COO Larry Jones. "Abboud fashions are stylish, with a distinguished, sophisticated look that is a perfect complement to the image FOX's NFL game and studio coverage strives to convey each week."

About JA Apparel Corp.

The Joseph Abboud® Brand embodies sophisticated American style for traditional menswear. The Joseph Abboud brand instills confidence through tailored collections and unique sportswear that are crafted from the world's finest fabrics and defined by superior fit, exceptional quality and remarkable luxurious style.

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Since 2004, the Company has made a successful transition from men's suit designer to global lifestyle brand. Joseph Abboud can now outfit a man in style throughout his entire life, thanks to lines of clothing for men and boys and a growing collection of casual wear. In addition, the Company has an expanding universe of products ranging from luggage to footwear to eyewear to home furnishings. Joseph Abboud brand names include Joseph Abboud, JOE Joseph Abboud, Joseph Abboud BOYS, and Joseph Abboud Home.

Joseph Abboud branded products are available in superior department stores and specialty stores throughout the United States, China, Japan, Mexico, Latin America, Malaysia, Indonesia, Canada, and Taiwan.