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FOR ADDITIONAL INFORMATION,  
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## Brooks Brothers Selects MBS as Marketing Database Services Partner

Central Islip, NY - February 4, 2009 - MBS, a leading provider of advanced database and interactive marketing solutions, announced today that it has been selected by Brooks Brothers to provide marketing database services for the retailer's multi-channel marketing programs. Brooks Brothers, founded in 1818, operates 110 Retail and 95 Factory stores located across the US, as well as an online store and over 130 stores in 13 countries around the world.

MBS will deliver Klondike®, its customizable marketing database solution, to Brooks Brothers as well as provide Strategic, Analytical, and Data Processing Services. Klondike, which includes modules for ad-hoc queries, campaign management, and promotion results reporting, will be called upon to facilitate the planning and execution of multi-channel marketing programs aimed at strengthening customer relationships with the Brooks Brothers brand.

Lissa Napolillo, President, MBS, stated, "Brooks Brothers possesses one of the most established, esteemed, and trusted brands in the history of American retailing. We are pleased and honored to be selected as their marketing database partner. MBS' experience with upscale consumers and the prestige brands that they favor make us a perfect fit for Brooks Brothers."

Brian Dean, Vice President, Direct for Brooks Brothers, said "Brooks Brothers' ultimate goal is always enhancing the experience of our customer. We have chosen MBS as our customer database partner because they have a demonstrated ability to help us create deeper customer understanding and to use it strategically in delivering relevant and timely communication and service. MBS' expertise in luxury brands focused on customer satisfaction differentiates them in the marketplace."

### **About MBS**

MBS, a division of World Marketing, offers a range of outsourced direct marketing services, including strategic guidance and analytical solutions; customer database design and maintenance; data processing and address hygiene; and e-commerce solutions and email campaign management services. Founded in 1967, MBS has long-standing relationships with many of the world's leading multi-channel retail, Internet, and catalog organizations, including: Tiffany & Co., Bloomingdale's, Hanesbrands, and Things Remembered. For more information, please call Collette Coyne, Director, Marketing Communications, at 631-851-5073, or visit <http://www.mbsinsight.com>.

**About World Marketing**

World Marketing is an end-to-end provider of quality direct marketing, fulfillment, and critical document solutions. From data to delivery, nationally known clients choose to partner with World Marketing for their unique ability to optimize the addressing and delivery of customer communication. For additional information visit [www.worldmarkinc.com](http://www.worldmarkinc.com).

**About Brooks Brothers**

Established in 1818, Brooks Brothers currently operates stores in the United States, Europe, Japan, Hong Kong, China, Malaysia, Singapore, Taiwan, Chile, and Dubai. The company also sells its merchandise through a direct mail catalog and e-commerce site, [brooksbrothers.com](http://brooksbrothers.com). Brooks Brothers was acquired in December 2001 by Retail Brand Alliance, Inc., a privately-owned company which is specialized in manufacturing, merchandising, and retailing. Please visit [www.brooksbrothers.com](http://www.brooksbrothers.com) for further information and store locations.