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**For Immediate Release****Distinctive Apparel Completes The Installation Of  
Reunion Group's Online Free Shipping Platform**

*New Online Initiative Drives Incremental Revenue  
And Provides Real-Time Free Shipping*

**Ft. Lauderdale, Florida**, January 15, 2014 - The Reunion Group has announced the successful installation of its online shipping platform at Distinctive Apparel. The new service includes: free shipping, free return shipping, \$25 Gift Card, and eleven other consumer benefits that are delivered on-line and in real-time.

The program is integrated into the company's digital brands at Chadwicks of Boston, Territory Ahead, and Metrostyle. "Our objective is to develop valuable services that help differentiate our clients' brands and drive incremental revenue. Free shipping has been proven to increase response. Now our clients can offer this service without giving up their shipping income. Working closely with our partners at Distinctive Apparel we customized our free shipping service – which will be delivered in real time as a shipping credit," said Riad Shalaby Reunion Group's CEO.

The program was seamlessly integrated into all three brands and implemented in 60 days in time for the holiday season this year. Michael Dowd, Distinctive Apparel's Senior Vice President of Marketing added, "We want to use free shipping as a catalyst to drive incremental purchases and increase the lifetime value of our customers. To be successful, we needed the shipping service to be accretive to our brands. The Reunion Group team is familiar with our industry. They understand the economics of lifetime value. They possess the technical and operational expertise and they delivered."

"We appreciate working with our partners at Distinctive Apparel. From the onset, their direction was clear and consistent. Their leadership instructed our team to customize our product acquisition experiences for each of their three brands. They specified that our order flows be consistent with their digital shopping and purchasing experiences and they wanted the project finished for the holiday season. In large measure, this installation was successful because of the support we received from an excellent client partner," Shalaby continued.

## About The Reunion Group

Located in Ft. Lauderdale Florida, The Reunion Group is a leading marketer of consumer programs that generate substantial income and loyalty on behalf of their clients with no investment on clients' part. Formed in 1995 as a supplier of fee-based enhancement programs for credit card issuers, the company has during the ensuing years expanded its marketing and distribution capabilities to focus on multi-channel merchants. Clients include many of the nation's largest banks and retailers.

## About Distinctive Apparel.

Based in Randolph, MA, Distinctive Apparel (DAI) is an online and catalog retailer of men's and women's apparel marketed under the Chadwicks of Boston, Metrostyle, and Territory Ahead brands. DAI sells practical every day clothing (Chadwicks) as well as trendy and affordable clothing (Metrostyle) and targets women in their fifties. DAI's Territory Ahead is a retailer of men's and women's apparel that sells moderately priced, high quality; "Santa Barbara" style clothing targeting middle aged men and women.

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