

HARRY ROSEN EXPANDS PROSTATE CANCER FUNDRAISER TO NATIONAL EVENT

Harry's Spring Run-Off to benefit research at Princess Margaret Hospital in Toronto, Vancouver General Hospital in Vancouver

TORONTO, Ontario (January 18, 2007) – With a goal of raising \$400,000 for prostate cancer research in Canada this spring, Harry Rosen Inc. is proud to announce that it will expand the successful **Harry's Spring Run-Off** event to Vancouver, hosting two Runs in 2007. The second annual **Harry's Spring Run-Off 8k & 5k to Fight Prostate Cancer** in Toronto will take place on April 7, 2007 at High Park; a month after **Harry's Spring Run-Off 8K to Fight Prostate Cancer** unfolds on March 11, 2007 in Vancouver's Stanley Park.

Once again, proceeds in Toronto will be donated to the Princess Margaret Hospital Foundation (PMHF), while in Vancouver, proceeds will be donated to the Prostate Centre at Vancouver General Hospital (VGH). In addition to registration fees, runners and walkers are encouraged to sign up for online pledging to raise additional funds for the hospitals.

"We are thrilled to be expanding Harry's Spring Run-Off to the west coast this year" states Larry Rosen, CEO and Chairman of Harry Rosen Inc. "Our fundraising goals of \$300,000 in Toronto and \$100,000 in Vancouver are lofty but attainable, and we look forward to making an even greater contribution to two of the best prostate cancer research institutions in the world this spring."

"Prostate cancer needn't be the most common cancer among men in Canada," says Dr. Neil Fleshner, Head, Division of Urology in the Department of Surgical Oncology at PMH. "With the research we are allowed to do at the Prostate Centre at PMH – in part due to the funds raised from events such as this – we are getting better at prevention and closer to a cure every day."

Prostate cancer is the most common cancer threat to Canadian men. It will afflict one out of six men in their lifetime – approximately 20,500 men this year alone. Men over the age of 45 are urged to speak to their doctors about testing.

Both the Vancouver and Toronto Runs are part of the Canada Running Series, and are among the first Runs of the spring running season in each city, making them a great training opportunity for serious runners and beginners alike. Prizes are awarded for the fastest times in a variety of categories and age groups. The event also hosts a Team Challenge with prizes for Fastest Team (\$1,000 in Harry Rosen gift cards) and Most Money Raised (\$5,000 in Harry Rosen gift cards). In addition to the money raised by entry fees, participants are urged to sign up for additional pledges online, with those proceeds going directly to each hospital.

The registration fee for Harry's Spring Run-Off, presented by HSBC Bank Canada, ranges from \$30 to \$50. The 8K Run begins at 10:00 a.m. and the 5K walk/run (Toronto only) at

11:00 a.m. Both events will include refreshments, breakfast, entertainment, gift bags and finishers t-shirts. Participants may sign up at www.canadarunningseries.com/springrunoff for Toronto and www.canadarunningseries.com/spring8k for Vancouver.

HSBC Bank Canada is returning for the second year as Presenting sponsor. In Toronto, key sponsors are Copley, New Balance and Abbott Laboratories. In Vancouver, the key sponsor is Zegna Sport.

Both Harry's Spring Run-Off events will be supported by extensive marketing campaigns; including Globe and Mail advertising and CBS Outdoor transit shelters as well as in-store and window displays at Harry Rosen's seven Toronto and two Vancouver stores; and extensive use of websites, direct mail and email campaigns.

About Princess Margaret Hospital Foundation

The Princess Margaret Hospital Foundation at University Health Network raises funds for research, education and the enhancement of patient care at Canada's leading cancer research hospital, Princess Margaret Hospital and its research arm, the Ontario Cancer Institute. For more information, please visit www.pmhf.ca. University Health Network consists of Princess Margaret, Toronto General and Toronto Western Hospitals, and is a teaching hospital affiliated with the University of Toronto.

About VGH & UBC Hospital Foundation

VGH & UBC Hospital Foundation is a registered charity that raises funds for the latest, most sophisticated medical equipment, world-class research and improvements to patient care for Vancouver General Hospital, UBC Hospital, GF Strong Rehab Centre and Vancouver Coastal Health Research Institute. For more information, please visit www.worldclasshealthcare.ca.

About Harry Rosen Inc.

Harry Rosen Inc., Canada's leading quality men's wear retailer, is celebrating its 53rd year in business in 2007. With 16 stores across the country, accounting for 40 percent of the Canadian market in high-end men's wear, Harry Rosen stores offer extensive collections of the world's finest men's wear labels including Brioni, Canali, Versace Classic, BOSS Hugo Boss, Armani Collezioni, Ermenegildo Zegna, Prada, Etro, Salvatore Ferragamo, Dolce and Gabbana and J.P. Tilford by Samuelsohn. Since 2000, Harry Rosen Inc. has raised money and awareness for prostate cancer in Canada. Through a variety of initiatives, over \$700,000 has been donated to organizations across the country.

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