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TMC Enlists Jose Fernandez for U.S. Market Push

For Immediate Release

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Melbourne, Australia, December 15th, 2007 — As merino wool continues to gain acceptance in the U.S. for its performance and comfort as well as sustainability and style benefits, The Merino Company (TMC)—an Australian-based merino wool manufacturing and marketing group—today announced the appointment of Jose Fernandez as General Manager, Knitwear TMC. Jose will be charged with driving TMC's 'sheep to shelf' (S2S) business strategy among North American-based outdoor and luxury brands.

With over a decade of fashion industry experience, Jose is known for his innovative approach to manufacturing and textile technology. Prior to joining TMC, Jose founded a sourcing and production management company (Re: Source International), where he also acted as an agent for Designer Textiles.

Jose's career began as a designer shoe buyer for leading American fashion retailer Nordstrom. From Nordstrom Jose took on a management position with The Gap, Inc. This then led to the role of Director of Manufacturing for Ariat International, a company dedicated to footwear and apparel for equestrian athletes.

TMC has developed several unique wool brands and innovative products which meet the demands of today's merino customers, including N.O.W, a line of GOTS-certified naturally organic merino wool. Zero CO2 carbon neutral merino wool garments and other natural, fair trade and non-mulesed products. The entire production process is transparent, traceable and certified, providing customers with credible, marketable products.

CEO of TMC Mark Mackinnon said, "Jose is a key appointment for TMC. This partnership will help grow our U.S. business as well as continuing to develop our established customers within this market. We are very fortunate to have someone of Jose's caliber join TMC. Jose's substantial industry and operational experience is a great asset to TMC at this exciting time"



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ABOUT TMC

Based in Melbourne, Australia, TMC creates tailored, innovative and unique marketing and product solutions for leading retailers, apparel and textile brands globally. TMC's unique business model provides a clear channel of communication between retail brands and wool growers, as well as complete transparency, integrity and accountability in the value chain.

S2S STRATEGY

TMC has a unique relationship with leading wool growers from the Eastern and Western Sea-boards of Australia, Tasmania and South Africa and can provide it's customers with a traceable and certified wool solution, literally from S2S.