

Berwin & Berwin signs exclusive Merino deal

The Merino Company (TMC) and Berwin & Berwin, one of Europe's largest suit manufacturers and distributors, have signed an agreement that gives Berwin & Berwin exclusive rights to the distribution of TMC branded tailored wool suits.

The agreement will see Berwin & Berwin tailored suits made from TMC's wool brand platforms distributed to UK department stores and retail boutiques, as well as featuring in over 50 House of Fraser stores. TMC's wool brand platforms include Generation W, Natural Tasmanian Wool, Naturally Organic Wool and ZeroCO2.

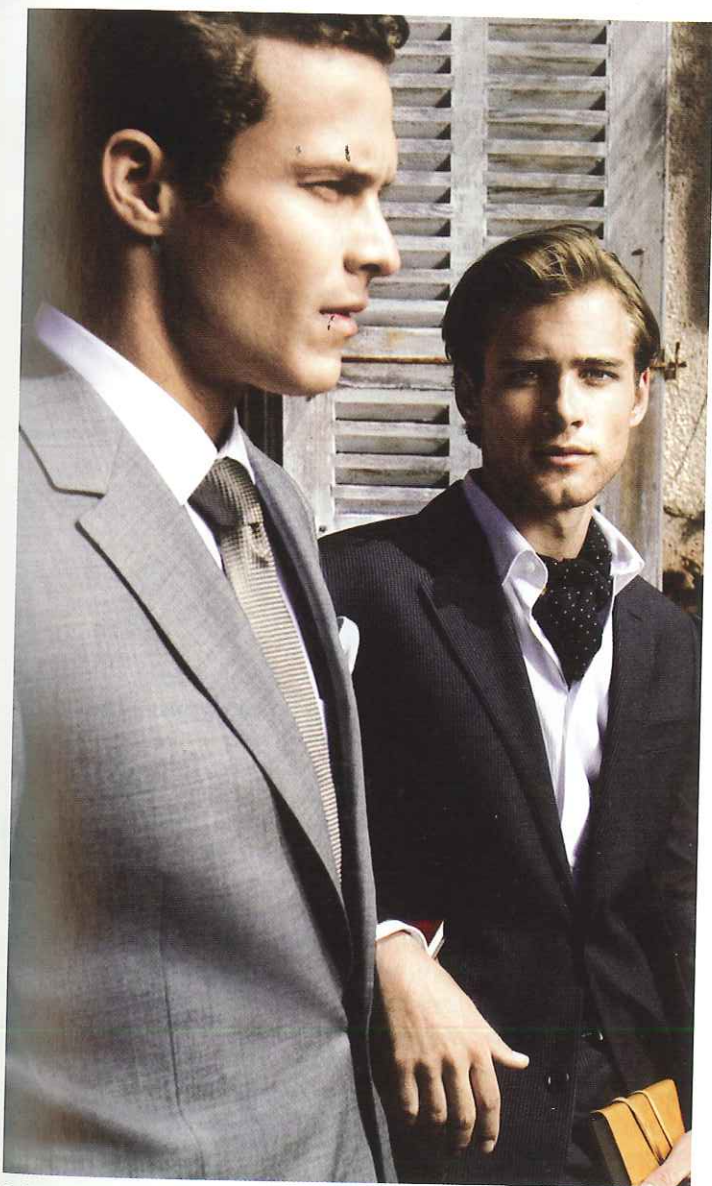
Commenting on the deal, Simon Berwin, managing director of Berwin & Berwin, said: "As producers of

brands and private labels we are always looking for newness and we were immediately taken by the foresight and innovation offered by TMC. We think their wool products marketed through our suits will add value as well as interest at an unusual time in the market place."

Mark Mackinnon, CEO of TMC, said: "We are very excited to partner with Berwin & Berwin and look forward to a long-lasting relationship. The addition of Berwin & Berwin's distribution network to TMC's American, Australasian, European and Japanese sales force will help us to further penetrate sales channels throughout the world."

The first Berwin & Berwin tailored suit made from fabric containing TMC's wool brand platforms is set to hit the UK market mid-2009.

Based in Melbourne, Australia, TMC provides natural fibre, textile and apparel solutions from source to shop for leading retailers and consumer brands. Berwin & Berwin owns a range of brands including Ben Sherman, Paul Costello and Chester by Chester Barrie. Private label customers include Austin Reed, Ted Baker and Pierre Cardin.



Suits from Berwin & Berwin.

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