



For Immediate Release

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MAC & JAC SETS SIGHTS ON EYEWEAR

New Licensee Will Make Mac & Jac Eye Wear and Accessories

NEW YORK, February 5, 2004 – Top contemporary brand, Mac & Jac, will launch sunglasses, reading glasses and eyewear accessories as they further expand the brand's popularity. Mac & Jac signed the deal with BC-based Suntech Optics. Steven Seidman, chairman of Ingroup Licensing, Mac & Jac's exclusive licensing agent, made the announcement.

Mac & Jac creates modern wearable clothes for women and men. The fashion forward yet classic combination results in clothes that fit and flatter, while providing them with a myriad of looks for day, weekend and holiday. According to Eric Karls, Mac & Jac's president, "Mac & Jac is a well-rounded apparel collection; eyewear will complement it well."

"The product will debut in June 2004. Targeted locations include Canada's preeminent retailer, the Bay, and specialty stores and boutiques," says Suntech Optics President and CEO, Brent Martin.

Privately held, Suntech Optics is a Vancouver Canada based company. They are an international designer, marketer and distributor of branded and private label sunglasses and ready to wear reading glasses to the North American market. Other licenses include Coppertone as well as their own brand Ryders.

Privately held, Mac & Jac is based in Vancouver, Canada with distribution to department stores, and specialty stores throughout North America. There are 55 freestanding stores throughout Asia. The success of the Mac & Jac women's line was followed with four more lines: Mac & Jac Mens, Mac and Jac Energiee, Kenzie, and Kenz. Mac & Jac advertises throughout North America in publications such as *Elle*, *Marie Claire* and *Vogue*, with whom they share a bus board campaign in the NYC Metropolitan area.

InGroup Licensing, the exclusive worldwide agent will be licensing accessories, swim, intimates, outerwear, home furnishings, childrenswear, cosmetics and fragrances. Earlier this month they signed footwear for both the Mac & Jac and Kenzie lines. Senior account executive Lauren Redish, who heads Ingroup's 'better' fashion clients, manages the account. Based in Manhattan, Ingroup concentrates on developing fashion brands. Clients include Mudd Jeans, Zena, and ElJay. Learn more at www.ingrouplicensing.com.

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