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For Immediate Release

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Tommy Bahama[®]



Tommy Bahama Champions the Right To Relax!

Lifestyle brand leads the charge to make National Relaxation Day an official U.S. holiday

It's campaign season and *Tommy Bahama* is in the thick of it. No, not that campaign. This is one everyone can agree on: the drive to make National Relaxation Day on August 15, an official U.S. holiday. *Tommy Bahama* can't think of anything that would make people happier than a special day dedicated to the art of relaxation!

Famous for an easy-going style with a laid back attitude that encourages us all to 'make life one long weekend,' *Tommy Bahama* believes it's time to set aside a day for fellow citizens to check the stress, put emails on auto-responder, set the ringer on vibrate and take it easy. To make it happen, the brand is calling on all like-minded individuals to help make National Relaxation Day an official holiday by signing a petition online at www.tommybahama.com/relax or any of the *Tommy Bahama* retail stores or restaurants across the country. Sign-ups to the petition via smartphones and tablets are also encouraged via the company's mobile-optimized site. It's never been easier to fight for your right to relax!

"At *Tommy Bahama* we strive to make sure relaxation doesn't become a lost art," said Rob Goldberg, Senior Vice President of Marketing. "*Tommy Bahama* was founded on the concept of a slowed-down, relaxed approach to life. We believe that now more than ever, people need to take time to unwind and we're proud to be at the forefront of this campaign."

Not only will signers join a chorus of others seeking to celebrate their right to relax, they'll also be entered in a drawing to win a variety of prizes, including the grand prize...the chance to sail away on a 14-day Hawaiian cruise for two, courtesy of Princess Cruises. Winners of the "Cruise into Relaxation with *Tommy Bahama*" will also receive a \$3,000 *Tommy Bahama* gift card and just to get the relaxation started, a \$1,000 on-board credit good for posh perks like, spa services, shore excursions and more.

The road to relaxation starts July 16, when *Tommy Bahama* kicks off its petition drive that runs through National Relaxation Day on August 15. In addition to signing online, or at *Tommy Bahama* retail stores and restaurants nationwide, the *Tommy Bahama* Summer Pop-up Lounge will be traveling across country to spread the word and gather more signatures.

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During the National Relaxation Day campaign, visitors to www.tommybahama.com will also have the chance to participate in weekly giveaways of \$50 gift cards simply by submitting a short story with a relaxation theme. Each week will feature different themes, including sunsets, friends and family enjoying *Tommy Bahama* products and exotic ports of call. On August 15, the company will also be hosting National Relaxation Day-themed events at *Tommy Bahama* retail stores and restaurant locations nationwide that will include food, drinks and a relaxed vibe...of course. Finally, a campaign where everyone is a winner!

ABOUT TOMMY BAHAMA

Tommy Bahama is owned by Tommy Bahama Group, Inc., a wholly owned subsidiary of Oxford Industries, Inc. (NYSE:OXM). Established in August 1992, with corporate headquarters in Seattle, *Tommy Bahama* is a lifestyle company that defines relaxed, sophisticated style in men's and women's sportswear, denim, swimwear, accessories and a complete home furnishings collection. *Tommy Bahama* is available at the country's finest retailers, including Nordstrom, as well as high profile resort locations around the world. There are 98 *Tommy Bahama* retail locations across the country, 13 of which include a *Tommy Bahama* restaurant bar & store. Additional stores will be opening this year. For more information, please visit www.tommybahama.com

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