



**THE CM&R GROUP NAMED
REAL ESTATE CONSULTANT BY CLAIRE'S STORES, INC.**

Hoffman Estates, IL January 2, 2014—**Claire's Stores, Inc.**, one of the world's leading specialty retailers of fashionable jewelry and accessories operating over 1900 stores in the United States, has just engaged **The CM&R Group** to manage both their new and existing portfolio of stores within two U.S. regions and with several of the nation's largest Shopping Center Landlords including GGP, Macerich, Westfield, Simon Premium and Tanger.

Claire's vision is to inspire girls and women around the world to become their best selves by providing products and experiences that empower them to express their own unique individual styles. Their broad and dynamic selection of merchandise is unique, and over 90% of products are proprietary. Claire's is the primary global brand that operates in 44 countries through company-owned or franchise stores. Claire's target customer is a girl between 3-18 years old with a particular focus on a core demographic of girls between 10-14 years old. The Icing brand targets a young woman in the 18-35 year age group with a focus on core 21-25 year olds who have recently entered the workforce. This customer is independent, fashion-conscious, and has enhanced spending ability.

The CM&R Group is headed by retail real estate veterans Cheryl Rose and Carol Rosenfeld, each with more than 20 years in the industry and expertise in strategic planning and implementation. They have represented more than 40 brands in all stages of retailing — from expanding to repositioning — and worked with some of the largest

multi-branded specialty retailers in North America.

Ron Douglass, Vice President of Real Estate North America said, "we are pleased to have two knowledgeable and respected veterans like Carol and Cheryl as part of our Claire's real estate team. They are already adding value to our process in understanding our markets, centers and strategic options with our store portfolio. Their extensive industry contacts are helping our landlords understand the next chapter in Claire's long history."

About **The CM&R Group**: **CM&R** offers a proven outsourced solution for managing new and existing retail real estate, with an emphasis on strategic planning and implementation. Our clients include emerging brands establishing their retail profile, international brands expanding in North America, and mature brands in the process of repositioning. **CM&R's** integrated services include portfolio management, market/site analysis and selection, negotiation of all transactional terms, capital allocation and preservation, and due diligence for private equity firms seeking to invest in retail companies.

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