



## News Release

Contact:  
Investor Relations  
(281) 776-7575  
[ir@tailoredbrands.com](mailto:ir@tailoredbrands.com)

Julie MacMedan, VP, Investor Relations  
Tailored Brands, Inc.

## TAILORED BRANDS

**For Immediate Release**

### **TAILORED BRANDS STRENGTHENS EXECUTIVE TEAM TO DRIVE MARKETING AND OMNI-CHANNEL INNOVATION STRATEGIES**

FREMONT, CA – September 6, 2017 – Tailored Brands, Inc. (NYSE: TLRD) today announced the appointment of Frank Hamlin as executive vice president and chief marketing officer and Boris Sherman as executive vice president and chief technology officer, to drive the Company's marketing and omni-channel innovation strategies. Both executives bring to Tailored Brands extensive experience developing and overseeing successful omni-channel marketing and technology strategies for large retailers with robust loyalty programs.



Frank Hamlin



Boris Sherman

Doug Ewert, CEO, Tailored Brands, said, "We are very excited to welcome Frank and Boris to Tailored Brands. Frank brings us deep digital marketing expertise with proven ability to drive traffic, increase brand engagement and enhance customer loyalty programs. Boris is a strategic leader with more than 20 years of experience driving customer facing technologies that deliver business value. These executives have the leadership and technical expertise to help us achieve our vision of delivering the best omni-channel experience for men who want to look and feel their best."

Hamlin said, "A customer-centric approach is incredibly important and that's at the heart of Tailored Brands' strategy. I am looking forward to executing a data-driven, personalized marketing strategy that attracts new customers and rewards current customers for their loyalty."

Sherman said, "Tailored Brands owns a portfolio of iconic brands and I am looking forward to finding new ways to leverage technology to deliver seamless and memorable experiences for our customers. I am energized to take the helm of this talented technology team as we look to further strengthen Tailored Brands' omni-channel capabilities and drive operational excellence throughout the organization."

Mr. Hamlin most recently served as chief marketing officer for Fortune 500 company GameStop Corp. where he oversaw the brand portfolio, loyalty, CRM and global omni-channel marketing strategy spanning over 7,400 stores and 40 million loyalty program members. Previously, Mr. Hamlin was executive vice president and general manager of marketing and e-commerce for Guitar Center, Inc. Mr. Hamlin earned a BA in Music from the University of Virginia and an MBA from Harvard Business School. Mr. Hamlin is a member of the board of directors of Tuesday Morning, serving on the audit and compensation committees.

Mr. Sherman joins the Company from L Brands where he was senior vice president of omni-channel technology and oversaw all customer-facing digital, store, credit and call center technologies for the L Brands portfolio of retail brands. Prior to joining L Brands, Inc., he was vice president, information technology for OfficeMax and managing director and chief architect at United Airlines. Mr. Sherman earned a BS in Electrical Engineering from the University of Illinois at Urbana-Champaign.

Mr. Hamlin will report to Tailored Brand's Chief Executive Officer Doug Ewert and Mr. Sherman will report to Tailored Brand's President and Chief Operating Officer Bruce Thorn. Both will serve on the Company's executive management committee.

Tailored Brands, Inc. is a leading authority on helping men dress for work, special occasions and everyday life. We serve our customers through an expansive omni-channel network that includes over 1,600 locations in the U.S. and Canada as well as our branded e-commerce websites. Our brands include Men's Wearhouse, Jos. A. Bank, Joseph Abboud, Moores Clothing for Men and K&G. We also operate an international corporate apparel and workwear group consisting of Dimensions, Alexandra and Yaffy in the United Kingdom and Twin Hill in the United States.

For additional information on Tailored Brands, please visit the Company's websites at [www.tailoredbrands.com](http://www.tailoredbrands.com), [www.menswearhouse.com](http://www.menswearhouse.com), [www.josbank.com](http://www.josbank.com), [www.josephabboud.com](http://www.josephabboud.com), [www.mooreclothing.com](http://www.mooreclothing.com), [www.kgstores.com](http://www.kgstores.com), [www.mwcleaners.com](http://www.mwcleaners.com), [www.dimensions.co.uk](http://www.dimensions.co.uk), [www.alexandra.co.uk](http://www.alexandra.co.uk) and [www.twinhill.com](http://www.twinhill.com).

*This press release contains forward-looking information, including the Company's statements regarding its ability to attract new customers, execute on marketing strategy, strengthen Tailored Brands' omni-channel capabilities and drive operational excellence throughout the organization. In addition, statements containing words such as "guidance," "may," "believe," "anticipate," "expect," "intend," "plan," "project," "projections," "business outlook," and "estimate" or similar expressions constitute forward-looking statements. The forward-looking statements are made pursuant to the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are not guarantees of future performance and a variety of factors could cause actual results to differ materially from the anticipated or expected results expressed in or suggested by these forward-looking statements. Factors that might cause or contribute to such differences include, but are not limited to: actions by governmental entities; domestic and international macro-economic conditions; inflation or deflation; the loss of, or changes in, key personnel; success, or lack thereof, in executing our internal strategies and operating plans including new store and new market expansion plans; cost reduction initiatives, store rationalization plans, profit improvement plans, revenue enhancement strategies; the impact of the termination of our tuxedo rental license agreement with Macy's; changes in demand for clothing or rental product; market trends in the retail business; customer confidence and spending patterns; changes in traffic trends in our stores; customer acceptance of our merchandise strategies; performance issues with key suppliers; disruptions in our supply chain; severe weather; foreign currency fluctuations; government export and import policies; advertising or marketing activities of competitors; and legal proceedings.*

*The forward-looking statements in this press release speak only as of the date hereof. Except for the ongoing obligations of Tailored Brands, Inc. to disclose material information under the federal securities laws, Tailored Brands, Inc. undertakes no obligation to revise or update publicly any forward-looking statement, except as required by law. Other factors that may impact the forward-looking statements are described in our latest annual report on Form 10-K, as well as subsequent filings with the Securities and Exchange Commission.*

###