



DXL signs Barrett Hofherr & Mediassociates as Agencies of Record to Launch Brand Campaign

March 19, 2024

CANTON, Mass., Destination XL Group, Inc. (Nasdaq: DXLG), the leading retailer of Big + Tall men's apparel, is excited to announce its hiring of the creative agency Barrett Hofherr and media agency Mediassociates. Both agencies will work hand-in-hand to launch DXL's new brand campaign in Spring 2024, setting the stage for the next chapter of the Company's "Wear What You WantSM" mission.

Both Barrett Hofherr and Mediassociates will work closely to roll out an omnichannel marketing campaign with the goal of increasing awareness and increasing DXL's share of voice in the Big & Tall space. The campaign will underscore DXL's commitment to providing the Big + Tall man with the freedom to choose his own style while attracting new customers to DXL and reaffirming the choice existing customers have already made.

DXL's CEO, Harvey Kanter, expressed his enthusiasm about the relationship, "This collaboration with Barrett Hofherr and Mediassociates represents a strategic leap forward in our brand evolution. It's more than just a campaign; it's a movement that will amplify our voice, elevate brand awareness, and, ultimately, create a pathway for new customer engagement. These agencies' expertise in developing compelling creative storytelling through data-driven marketing strategies will undoubtedly empower DXL to solidify its position as the authority on Big + Tall apparel. We are setting the stage for an exciting future, one where we not only meet our customers' expectations but exceed them."

The agencies will market DXL's pillars of success—exceptional fit, premium quality, a diverse assortment of brands, and a superior shopping experience.

About Destination XL Group, Inc.:

Destination XL Group, Inc. is the leading retailer of Men's Big + Tall apparel that provides the Big + Tall man the freedom to choose his own style. Subsidiaries of Destination XL Group, Inc. operate DXL Big + Tall retail and outlet stores and Casual Male XL retail and outlet stores throughout the United States, and an e-commerce website, DXL.COM, and mobile app, which offer a multi-channel solution similar to the DXL store experience with the most extensive selection of online products available anywhere for Big + Tall men. The Company is headquartered in Canton, Massachusetts, and its common stock is listed on the Nasdaq Global Market under the symbol "DXLG." For more information, please visit the Company's investor relations website: <https://investor.dxl.com>.

About Barrett Hofherr

Barrett Hofherr, founded in 2012, is a full-service advertising agency - aka The Biggest Small Agency in the WorldTM. They combine the experience of the big agencies with the efficiency, nimbleness, and scrappiness of a mid-sized shop. Clients hire them because their creative ideas create brand momentum. Client partners include eBay, Activision Blizzard, Chime, Lennar, Sutter Health and more. For information, visit www.barretthofherr.com

About Mediassociates

Mediassociates is an independent media planning, buying, and analytics agency that amplifies growth. Its Precision Branding approach guides brands in planning communication campaigns with a focus on predicting, measuring, and optimizing business outcomes. With the advertising landscape shifting almost daily, Mediassociates leads clients through the ongoing revolution in media and technology. Recent clients include University of Phoenix, Mount Sinai Health System, Citizen Watches, Fannie Mae, Ziplly Fiber, Strava Fitness App, and Ariat. Mediassociates has been named one of Adweek's 2022 Fastest Growing Agencies and an AdAge Best Place to Work.

SOURCE Destination XL Group, Inc.

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