

DANIER

FOR IMMEDIATE RELEASE
January 27, 2009

Danier's NEW Reusable Zip-Top Shoppers Give Customers a Stylish Opportunity to Support Canadian Carbon Offset Projects.

A percentage of the proceeds to go to Zerofootprint

TORONTO: As the race begins to reduce the use of plastic bags everywhere, Danier, Canada's premier retailer of quality leather clothing and accessories at remarkable value, has unveiled a new line of multipurpose Reusable Zip-Top Shoppers that give customers the opportunity to make a practical, direct and very chic contribution towards reducing our carbon footprint.

The 100% recyclable Reusable Zip-Top Shoppers not only provide a greener and more fashionable "bring your own bag" option for work, weekend, or play, but a percentage of each bag sold will be donated to Zerofootprint, an organization dedicated to helping people manage and reduce their carbon footprint. Danier customers can feel good knowing the donation will go directly towards one of Zerofootprint's Canadian carbon offset projects.

"Our partnership with Zerofootprint allows us to enhance our commitment to the environment and offer customers a chance to contribute to its sustainability," says Jeffrey Wortsman, Danier's President and CEO. "We're very excited about the relationship and hope to significantly reduce our amount of plastic bags usage."

Zerofootprint has also built a calculator for www.danier.com where visitors can measure their daily lifestyle carbon footprint and access information on how to reduce it.

"Zerofootprint is pleased to partner with Danier on this exciting initiative," says Greg Ponesse, Zerofootprint's Vice President of Sales. "Together with our staff and partners, we're confident that we can help Danier realize its goal of becoming carbon neutral."

Danier's Reusable Zip-Top Shoppers are available in three sizes (small, medium and large) and include secure, sturdy and weather smart features including a square zipper to protect belongings, an inside zipper pouch, a reinforced base, as well as water repellent, wipe clean fabric. With any purchase, the prices are \$1.99 (small), \$2.99 (medium), 3.99 (large). Without purchase \$5.99 (small), 7.99 (medium), 9.99 (large) For more information visit www.danier.com or www.zerofootprint.net

About Danier

Danier Leather Inc. is a leading integrated designer, manufacturer, and retailer of high-quality, leather and suede clothing and accessories at exceptional value. The company continues to be a strong supporter and sponsor of community and charitable organizations such as Look Good Feel Better, United Way and Plan Canada. The Company's merchandise is marketed exclusively under the well-known Danier brand name and is available only at its 92 shopping mall, street-front, and power centre stores, and through its corporate sales division.

About Zerofootprint

Zerofootprint provides software and services to individuals, governments, universities, and corporations that measure and manage the participant's carbon footprint. Zerofootprint engages people worldwide in combating global climate change. For more information, please contact Greg Ponesse, Vice President of Sales, at 416.365.7557 ext 145 or visit www.zerofootprint.net

-30 -

MEDIA CONTACT:
Susanne Weinberg
Dig PR & Marketing Inc.
416-953-2628
susanne@digpr.com