



For Immediate Release  
*Good News Story!*

**Underground Opens Flagship Store at Chinook Centre**  
**- Despite Economic Crisis, Retailer Anticipates Sales Growth of 10-20% in Renovated Location -**

April 15, 2009, Calgary, AB... With the arrival of Spring comes fresh, positive news from Calgary-based retailer Underground Clothing. The highly successful retailer of premium fashion denim just opened the doors on a newly renovated flagship location at Chinook Centre and economic worries are not on the celebration radar.

Approximately \$850,000 has been invested in the massive renovation which includes a design concept based off the London underground system. The result is a shopping nirvana for men and women seeking premium brands such as True Religion, Seven for All Mankind, G-Star, William Rast, Diesel, Ed Hardy and Christian Audigier. The new store will also debut Underground's signature women's line, Chop Suzi, inspired by the street style of Japan and designed around contemporary denim culture.

"This renovation has always been part of our long-term growth strategy, so we were well prepared to see it through," said John Stiles, President, Underground Clothing. "We've not been affected by the economic downturn to the same degree as others and I attribute that to really understanding our demographic and making sure we're always looking three years down the line, instead of three months," he said.

**About Underground:**

Underground started as a menswear retailer in the late 1990's with its first location in Calgary, Alberta and broke into the female market in 2003. Headquartered in Calgary, AB, with locations throughout Alberta and British Columbia, Underground's cutting edge fashion targets the 15-30 year old, featuring desirable fashion labels from Europe and the United States, and one of the largest selections of denim from the world's top premium denim brands. For more information, visit [www.undergroundclothing.ca](http://www.undergroundclothing.ca).

**About Chinook Centre:**

Chinook Centre, managed by Cadillac Fairview Corp., boasts over 200 retail outlets including three department stores, Calgary's only Williams-Sonoma & Pottery Barn, one of Canada's largest food courts, and a 120,000 square foot entertainment wing. Chinook Centre is in the midst of an expansion project, a 180,000 square foot addition that will make way for an additional 60-80 new retail locations, new restaurants and 1,200 heated underground parking stalls. For more information, visit [www.chinookcentre.com](http://www.chinookcentre.com).

- 30 -

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