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**GABRIEL BROTHERS NAMES STEVEN CORES AS VICE PRESIDENT OF
PLANNING AND ALLOCATION**

Morgantown, W. Va., --July 20, 2009-- Gabriel Brothers, a retail pioneer for brand-name discounted clothing and home fashion, announced today the addition of Steven Cores as vice president of planning and allocation.

A Boston native, Cores most recently worked at Bealls Outlet Stores as divisional vice president of planning and allocation. He also previously held positions manager of merchandise planning at Ross stores and director of planning and allocation at One Price Clothing Stores, Inc. A Northeastern University Graduate, Cores brings over 30 years of industry experience across a diverse group of major retailers.

In his new position, Cores will oversee the allocation function as well as all aspects of inventory planning. His responsibilities include creating, developing and enhancing methods, analysis and other efficiencies to ensure improved inventory performance.

“We are pleased to have Steven join the team,” said Richard Pesce, senior vice president of store operations. “He is a proven executive with extensive experience in planning and allocation strategies, and I am confident that with his leadership we will continue to build on our momentum through 2009.”

Cores’ career highlights include developing an in-house formal training and development program that was funded through state grants for Bealls Outlet Stores. He also successfully launched several system implementations which improved merchandise

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assortments and ROI. Cores initiated several business startups that led to successful business expansions and was also a member of the U.S. Shoe Corp. executive team that helped develop a new business concept that opened 300 stores in three years. Cores is a member of the National Retail Federation and the Association of Merchandise Planning and Allocation.

For more information or for store locations, please visit www.gabrielbrothers.com.

About Gabriel Brothers:

Gabriel Brothers is a privately owned and operated off-price retail company headquartered in Morgantown, West Virginia, with locations in six (6) states across the Mid-Atlantic and Northeastern regions. Affiliate Rugged Wearhouse operates retail stores in nine (9) states across the Eastern region of the United States. For more information, be sure to visit the companies' websites at www.gabrielbrothers.com and www.ruggedwearhouse.com.

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