



T E D B A K E R

L O N D O N

No Ordinary Designer Label

TURA AND TED BAKER RENEW LICENCE AGREEMENT THROUGH 2011

GREAT NECK, NY --- October 1, 2007 ---Tura L.P. and Ted Baker, the U.K.–based clothing designer and retailer, in partnership with Hartmarx Corporation (NYSE: HMX), have extended their current license agreement until December 31, 2011 for the production and marketing of Ted Baker’s ophthalmic and sunwear collections.

“I am pleased to continue our partnership with Hartmarx. We value the Ted Baker collection, as it balances our brand portfolio, offering a younger, contemporary point of view from a company with many years of experience and hard earned reputation for service and quality.” said John Weir, President of Tura.

The Ted Baker ophthalmic and sunwear collections launched to both men and women in October 2004 and March 2005 respectively, throughout Tura’s distribution network to Independent Eyewear Practitioners.

“Tura remains an ideal partner for us, sharing similar goals. We are pleased to renew our agreement with Tura, a company with long standing history in the fashion eyewear industry. The success of our partnership thus far confirms our mutual decision to move forward focusing on color, details and quality to create innovative designs.” said Gary Cohen, President of Ted Baker, USA.

Hartmarx formed a strategic partnership with Ted Baker London in November 2000, acting as exclusive agent, master licensor and licensee for all categories of Ted Baker men’s, women’s and children’s marketed in the United States, Canada and Mexico, and all of Central and South America.

Hartmarx produces and markets business, casual and golf apparel for both men and women through a broad range of retail channels.

A privately owned company for over 100 years, Tura L.P. has traditionally focused on women’s fashion eyewear through licensed and extensive house brands. For 2007, Tura’s portfolio of brands includes Ted Baker, Tourneau Lulu Guinness and continues to offer a broad selection of house brands.

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