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**THE CM&R GROUP NAMED  
EXCLUSIVE REAL ESTATE CONSULTANT BY AFFLICTION**

***Edgy Lifestyle Brand Plans U.S. Retail Expansion***

*Los Angeles, CA, November 15, 2010*— The innovative lifestyle brand launched in 2005 today named The CM&R Group as its exclusive consultant for all future retail and outlet real estate expansion.

Since its inception as the world's premier mixed martial arts inspired apparel brand, Affliction has evolved into a line highly sought after by those looking for a unique and innovative brand with edge. At the vanguard of alternative lifestyle apparel, Affliction appeals to people across cultures who share an appreciation for distinct artistry and a desire to Live Fast™. The Affliction family of brands embodies the hard-edged attitude and spirited artistry of the fast living modern consumer. Affliction meets the needs of this savvy customer by combining innovations in art, style, fit, fabrics and finishes into each of its products and brands: Affliction and Sinful by Affliction. Rooted in and beloved by the action sports, hard rock and entertainment communities, the Affliction family of brands are a cultural phenomenon that inspires customers around the world to Live Fast™.

Edgy Since its inception, Affliction has always been on the cutting edge of sport and fashion. From design and aesthetics, to proprietary manufacturing techniques, Affliction's commitment to innovation is unwavering. The artistry and attitude of Affliction is designed for confident consumers who aspire to and embrace the Live Fast™ lifestyle.

Affliction, originally rooted in the sports arena, has now evolved and expanded its range of appeal to encompass consumers outside of the athletic realm to include the fashion lifestyle according to Carol Rosenfeld, Principal at The CM&R Group. Affliction now embraces a fashion forward customer with a discerning eye for high quality, unique merchandise striving to be on the cutting edge of alternative culture, whether it is fashion, music, art or entertainment.

The CM&R Group is headed by retail real estate veterans Cheryl Rose-Mack and Carol Rosenfeld, each with more than 20 years in the industry and expertise in strategic planning and implementation. They have represented more than 35 brands in all stages of retailing — from expanding to repositioning — and worked with some of the largest multi-branded specialty retailers in North America.

Affliction is distributed in better department stores, boutiques and specialty retailers and now with the successful opening of their new prototype in Garden State Plaza, the chain will look to expand their existing base of retail and outlet locations. The company's flagship brand, Affliction, is the lifestyle label of choice for a generation of men and women who work hard and play hard. Influenced by hard rock iconography and the desire to live dangerously, Affliction delivers its unique aesthetic on a fashion-forward canvas of distinctive fits, fabrics and finishes. It provides the perfect balance between living on the edge and pushing boundaries while executing fashionable style.

About The CM&R Group: CM&R offers a proven outsourced solution for managing new and existing retail real estate, with an emphasis on strategic planning and implementation. Our clients include emerging brands establishing their retail profile, international brands expanding in North America, and mature brands in the process of repositioning. CM&R's integrated services include portfolio management, market/site analysis and selection, negotiation of all transactional terms, capital allocation and preservation, and due diligence for private equity firms seeking to invest in retail companies.

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