

FOR IMMEDIATE RELEASE

K&G FASHION SUPERSTORE TO OPEN LOCATION ON EAST 9TH STREET IN OAKLAND!

Oakland, CA, November 1, 2007 – On November 2nd, the Atlanta based K&G Fashion Superstore will help the Oakland community look its very best with the opening of their new store located at 3020 East 9th Street in the Fruitvale Station shopping center.

The 15,000 square foot store will feature top of the line clothing, shoes and accessories. True to the company's mission that designer clothing can be affordable, K&G's incredible assortment of brand name and private label clothing, accessories and footwear for men and women offer exceptional value along with great style.

Customers can find merchandise carried by K&G Fashion Superstore at lower than suggested retail price. Women can find top of the line designer suits 2 for \$180, fashionable leather jackets from \$69.99 and active separates from \$12.99. Men can find designer suits 2 for \$300, high quality dress shirts and ties from \$14.99 and \$9.99 and warm-ups from \$34.99.

“We are delighted to welcome K&G to our popular Fruitvale Station shopping center,” said City of Oakland Marketing Director Samee Roberts. “By hiring local residents and offering a great value on quality merchandise, K&G is helping to further our continued efforts to revitalize this historically and culturally important Oakland neighborhood.”

To celebrate the opening of their new store, K&G Fashion Superstore will host a grand opening ribbon cutting ceremony with the Oakland Chamber of Commerce and representatives from the City of Oakland at noon on November 2nd. The following day there will be music, featuring DJ Dave Jensen, games and prizes from 1pm to 4pm.

Since opening the first K&G store in Atlanta, Georgia in 1990, the company has grown to over 100 stores across the country. K&G is a leading clothing retailer with a successful track record of providing its customers with exceptional quality and value in an environment that fosters personal and professional growth. The Oakland store is open Monday to Friday, 10am to 9pm, Saturday 9:30am to 9pm and Sunday 12pm to 6pm. Customers can also browse the K&G merchandise through their web site at www.kgsuperstore.com.

###