

For Immediate Release

BOB SKINNER JOINS NYDJ APPAREL AS PRESIDENT AND CEO

--Mackey McDonald, Former Chairman and CEO of VF Corporation,
Appointed NYDJ's New Chairman--

Vernon, CA (January 7, 2014) – NYDJ Apparel, LLC (“NYDJ”) announced that Robert (Bob) C. Skinner, Jr. has been appointed the new President and CEO of the company. Skinner’s appointment coincides with the completion yesterday of the acquisition of NYDJ by lead investor Crestview Partners, a New York-based private equity firm, and Maybrook Capital Partners, a Los Angeles-based private equity firm, from Falconhead Capital, LLC and the founding Rudes-Sandel family. Terms of the transaction were not disclosed. NYDJ also announced that Mackey McDonald, Senior Advisor at Crestview Partners, and former Chairman and CEO of VF Corporation, was appointed Chairman.

A seasoned apparel industry leader, Skinner built his career over 38 years by developing successful brands and businesses, and partnering with leading designers and retailers. Prior to NYDJ, Skinner was CEO of Smart Apparel U.S. and Managing Director of Smart Shirts Hong Kong. Before Smart, he led the former publicly held \$2.5 billion Kellwood Company as Chairman, President, and CEO. He joined Kellwood in 2000 as President of menswear. Skinner began his career with Oxford Industries and during his 24-year tenure there rose to Corporate Vice President and President of the Oxford Shirt Group.

Skinner said, “In a relatively short period of time, NYDJ has created a passionate following with style-conscious women over 35 years of age in the slimming jean market. I am excited to be part of the NYDJ team and to capitalize on the numerous opportunities the brand has for continued growth.” Skinner will be based out of NYDJ’s headquarters in Vernon, California. Other present members of the NYDJ management team will remain in their current positions.

McDonald added, “We are very excited about investing in NYDJ, and Bob Skinner is the ideal executive to head the company. Having served as a NYDJ board member for four years, Bob knows the company well. He is a strong leader with exceptional experience in the apparel industry and a proven history of building brands. In addition to Bob, the company has a talented and experienced existing management team. We believe the company is in a strong competitive position to continue growing well into the future.”

Founded by Lisa Rudes-Sandel and George Rudes in 2003 and formerly known as Not Your Daughter’s Jeans, NYDJ is the pioneer and leader in the slimming jean category. NYDJ is the number-one selling women’s denim brand at U.S. department stores, and its products are available globally in over 20 countries, including Europe, Canada, Brazil, Australia and New Zealand.

ABOUT NYDJ

Founded in 2003 in Los Angeles, NYDJ is renowned for the Original Slimming Fit jeans, featuring exclusive Lift Tuck Technology® that slims from within and reshapes curves to leave you looking and feeling one size smaller. The brand is sold on NYDJ.com and in fine department stores and boutiques around the world. NYDJ has been the best-selling women’s denim brand at U.S. department stores since 2011, and in 2013, the company introduced a collection of tops, adding to its growing assortment of chic women’s apparel. The company also recently launched a high-profile marketing campaign featuring model Helena Christensen. (www.nydj.com)

ABOUT CRESTVIEW

Founded in 2004, Crestview Partners is a value-oriented private equity firm based in New York with approximately \$5 billion of capital under management. The firm is led by former partners and leaders in the private equity business and senior management of Goldman Sachs and Morgan Stanley.

(www.crestview.com)

ABOUT MAYBROOK

Founded in 2010, Maybrook Capital Partners is a private equity firm that focuses on leveraged buyouts, growth equity and distressed turnarounds. The firm invests in industries where it has considerable knowledge and resources, including consumer, industrials, services, real estate, government, media, entertainment and communications. The firm was founded and is led by a former Principal of Centerbridge Partners. (www.maybrookcapital.com)

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