



FOR IMMEDIATE RELEASE

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T.J.MAXX TO OPEN STORE IN LAKE CITY ***Turning Lake City Fashionistas Into Maxxinistas***

FRAMINGHAM, MA (September, 2010) -- T.J.Maxx, the nation's largest off-price retailer, will open a new store in Lake City on September 26th. The 26,000 sq. ft. store will be located at The Lake City Mall (2487 W US Hwy 90). The Lake City location will feature a stylish, easy to shop layout with lots of designer accessories and salon / spa products. Grand opening hours are 8:00 a.m. – 8:00 p.m. Regular store hours will be 9:30 a.m. – 9:30 p.m. Monday-Saturday and 11:00 a.m. – 8:00 p.m. on Sundays. In addition to providing a new shopping option for local residents and area workers, the new store will add approximately 60 full and part-time jobs to the area.

“With the addition of the Lake City store, T.J.Maxx is meeting consumer demand for quality, designer merchandise,” says President Michael MacMillan, “our newest store will offer shoppers the same designer names they know and trust at prices well below department stores.”

Since its first store opening in 1977, T.J.Maxx has helped customers maximize their budgets by offering the same on-trend, in season, first quality merchandise as department and specialty stores, but for much less. When shoppers compare price tags they will find that T.J.Maxx offers value that goes beyond just a low price. Every item on the rack offers consumers high quality, current season designer merchandise at a great price.

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Amazing savings can be found in every department from designer apparel for women, men and children to accessories, home, beauty, footwear and jewelry. With 10,000 new items arriving at the Lake City T.J.Maxx each week, there is always a fresh, ever-changing assortment of current season merchandise.

A NEW GREAT STORE AND NEIGHBOR

SAVE THE CHILDREN

For more than 25 years, T.J.Maxx has built a deep relationship with Save The Children. Save The Children, a not-for-profit organization dedicated to making lasting, positive changes in the lives of disadvantaged children and their communities, receives monetary and product donations regularly from T.J.Maxx. The new Lake City store will join all other stores nationwide in sponsoring a child in the Save The Children U.S. Program.

T.J.Maxx also supports Autism Speaks and Joslin Diabetes Center with an annual in-store fundraising campaign. Autism Speaks is dedicated to funding global biomedical research into the causes, prevention, treatments, and cure for autism; to raising public awareness about autism and its effects on individuals, families, and society; and to bringing hope to all who deal with the hardships of this disorder. Joslin Diabetes Center is the only diabetes center in the world to create a synergy among researchers, clinicians and educators who, in turn, produce cutting-edge scientific discovery, unique clinical care models and pioneering educational strategies.

ABOUT T.J.MAXX

T.J.Maxx is a Massachusetts-based off-price retailer with over 900 stores in 48 states. With the addition of the new Lake City store, T.J.Maxx will operate 5 stores in the Jacksonville market. For additional information and store locations, please visit us on the web at www.tjmaxx.com. For logos, photography and additional information about off-price retailing, visit www.media.tjmaxx.com.

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