



## ***Tommy Bahama Brings a Taste of the Tropics to Grand Boulevard at Sandestin®***

TOMMY BAHAMA, purveyor of island lifestyles, brings a taste of the tropics to Florida's beautiful gulf coast, with the opening of their tenth restaurant/retail compound. The compound will be located at the new Grand Boulevard at Sandestin® Town Center and is set to open in Spring 2007. Grand Boulevard is an upscale shopping plaza that sits along two miles of the Emerald Coast Parkway. It will offer an array of luxury shopping and dining experiences, making it a natural location for TOMMY BAHAMA's signature island mindset.

TOMMY BAHAMA's unique compound concept captures the essence of elegant tropical living with the look of an airy, upscale plantation home. The 12,000 square foot location is the fourth in Florida, making the return to TOMMY BAHAMA's celebrated roots in the sunshine state where the first compound opened in Naples in February 1996. The space will include a retail emporium with a full range of TOMMY BAHAMA men's and women's sportswear and accessories as well as the popular *Tommy Bahama's Tropical Café*, a full service restaurant that features an island-inspired menu.

"We are very excited to bring Tommy Bahama to Sandestin," says Doug Wood, chief Operating Officer at TOMMY BAHAMA. "This center is the epitome of the upscale resort lifestyle and we couldn't have picked a better location for us. Our 'life is one long weekend' philosophy meshes perfectly with the Floridian point of view and we're thrilled to have a fourth compound in the state."

**The Emporium:** The retail emporium will house the entire TOMMY BAHAMA sportswear and accessories. For men, signature camp shirts and polos feature a relaxed fit and are perfectly suited for TOMMY BAHAMA's offering of classic style trousers and shorts in blends of silk, linen and twill. The brand's newest men's offering, Relax by Tommy Bahama, will be included in the retail mix to address the more casual side of the consumer. A sophisticated collection of casual sportswear and dresses awaits the TOMMY BAHAMA woman as well as sexy swimwear and cover-ups. The TOMMY BAHAMA signature men's and women's fragrances as well as the recently launched Very Cool, round out the mix. Also housed in the store is an array of 'tropical inspired' items for the home including pillows, linens for the bed, bath & table and serving pieces, as well as candles, picture frames and candle holders.

**The Restaurant:** After shopping for a great outfit or that perfect home décor item, guests can enjoy the island-inspired cuisine and full service bar at *Tommy Bahama's Tropical Café*. "We have been visiting the Sandestin area for years and are very excited about bringing our island inspired cuisine and hospitality to this market. The idea that life can and should be one long weekend resonates throughout South Walton County – from Sandestin to Inlet Beach. With its snow white beaches, turquoise blue water and many recreational activities it is the perfect location for our casual, but upscale tropical dining experience" explains W.C. Wells, President of TOMMY BAHAMA Restaurants. Signature dishes, such as their award-winning *Tommy's World Famous Coconut Shrimp*, *The Island Cowboy Filet* and the *Santiago Seabass* and mouthwatering *Pina Colada Cake* tempt the palette while your choice of mango, key lime or pina colada or their very own *Tommy Bahama's Bungalow Brew* work to slake your thirst. *Tommy Bahama's Tropical Café* is best described as 'eclectic with a tropical twist' and the perfect place to recharge or unwind while indulging in a unique dining experience.

From Caribbean-influenced dishes to home products designed to help you create your own island getaway to apparel and accessories to take you on vacation -- or anywhere -- in style, TOMMY BAHAMA invites customers to relax, recharge and enjoy the view.

There are nine other compounds in the United States -- Naples, Orlando and Sarasota, FL; Palm Desert and Newport Beach, CA; Mauna Lani and Wailea, HI; Scottsdale, AZ and Houston, TX.

Two other tropical getaways -- located in Las Vegas, NV and Myrtle Beach, SC -- will open in 2007 and 2008. Each location plays off the island theme unique to its local environment, with a different design to help maintain their uniqueness. What you will find in all is the same relaxed atmosphere, good food and emphasis on hospitality.

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**About TOMMY BAHAMA**

TOMMY BAHAMA, *Indigo Palms* and *Island Soft* are divisions of the Tommy Bahama Group, a wholly owned subsidiary of Oxford Industries, Inc. (NYSE:OXM). Established in August 1992, with corporate headquarters in New York and Seattle, TOMMY BAHAMA is a lifestyle company that defines elegant tropical living with men's and women's sportswear, golfwear, swimwear, accessories and a complete home furnishings collection. The company also produces two additional brands, *Indigo Palms* and *Island Soft*. TOMMY BAHAMA is available at the country's finest retailers including Neiman Marcus, Saks Fifth Avenue and Nordstrom, as well as high profile resort locations around the world. There are over sixty TOMMY BAHAMA retail locations across the country as well as three *Indigo Palms* stores, located in California and Florida. Additional stores will be opening this year. For more information, please visit [www.tommybahama.com](http://www.tommybahama.com).



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