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Perry Ellis International Announces Cigar Accessories License

MIAMI, Sept. 07, 2017 (GLOBE NEWSWIRE) -- (Nasdaq:PERY) — Perry Ellis International announced today that it has entered into a license agreement with Roma Industries LLC for cigar accessories under the Cubavera® trademark in the USA and Canada. The collection will be available on Cubavera.com, online retailers, tobacconists, as well as men's gift and specialty stores with a planned launch in Spring 2018.

Cubavera represents the joy, vibrancy, and color of Cuba's unique flavor of Latin culture that inspires and fascinates. Its heritage comes from the guayabera, an elegant casual tropical linen shirt. Cubavera transformed this symbol of Cuban ingenuity into a collection of men's apparel and accessories with authentic Latin roots and broad consumer appeal.

Everything at Cubavera is designed to invite consumers to **Live the Good Life**™, the Cubavera way. The Cubavera "good life" is all about looking great, feeling cool, and putting a little *ritmo* and tropical *sabor* into every day. It is a brand for people who like to express themselves: with color, *pasión*, relaxed style, and confidence.

"We are thrilled about this new opportunity and proud to be working with Roma Industries to provide the Cubavera consumer with new and exciting fine leather products which naturally adapt to the Cubavera lifestyle and heritage while staying consistent with our initiatives," commented Executive Chairman of Perry Ellis International, Inc. George Feldenkreis.

"Cubavera represents a unique opportunity to extend our high quality cigar accessories and cases to a new audience. We are particularly excited about the gift opportunity associated with Cubavera's strong destination wedding business," said Paul Horowitz, Chief Executive Officer of Roma Industries, LLC.

For more information about Perry Ellis International, Inc. and the company's entire portfolio of brands, please visit www.PERY.com.

About Perry Ellis International

Perry Ellis International, Inc. is a leading designer, distributor and licensor of a broad line of high quality men's and women's apparel, accessories and fragrances. The Company's collection of dress and casual shirts, golf sportswear, sweaters, dress pants, casual pants and shorts, jeans wear, active wear, dresses and men's and women's swimwear is available through all major levels of retail distribution. The Company, through its wholly owned subsidiaries, owns a portfolio of nationally and internationally recognized brands, including: Perry Ellis®, An Original Penguin® by Munsingwear®, Laundry by Shelli Segal®, Raffaella®, Cubavera®, Ben Hogan®, Savane®, Grand Slam®, John Henry®, Manhattan®, Axist®, Jantzen® and Farah®. The Company enhances its roster of brands by licensing trademarks from third parties, including: Nike® and Jag® for swimwear, and Callaway®, PGA TOUR®, and Jack Nicklaus® for golf apparel. Additional information on the Company is available at <http://www.pery.com>.

About Roma Industries LLC

Roma Industries is a 120 year old business that manufactures, imports and distributes a wide variety of leather goods across all price points retail channels. In addition to the Hadley-Roma Division, the largest distributor of quality watch attachments in the US, Roma manufactures private label product for retailers and high-end brands, in addition to selling their proprietary, domestically manufactured Bryant Park brand. The showroom and design offices are in NYC; the factory and fulfillment offices for the company are located in Largo, Florida in a 40,000 square foot facility.

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