

PHILADELPHIA, Oct. 18, 2013 /PRNewswire/ -- Destination Maternity Corporation (NASDAQ: [DEST](#)), the world's leading maternity apparel retailer, congratulates Chief Executive Officer Ed Krell on being named Philadelphia SmartCEO's 2013 CEO of the Year. The announcement was made on Thursday, October 17, 2013 at SmartCEO's 2013 Circle of Excellence Awards and CEO of the Year Reveal. In recognition of this award, Ed will appear on the cover of the November 2013 issue of Philadelphia *SmartCEO* magazine, which will include a feature story on Ed and Destination Maternity.

Ed noted, "It's an honor to receive this year's Philadelphia CEO of the Year award and to be recognized among this community of distinguished leaders. I'm thrilled to accept this award on behalf of Destination Maternity and our over 4,000 team members who have enabled our great success in recent years. Together, we have strengthened our market leadership position and established our Company as not just a profitable global leader in the maternity apparel business, but most importantly, one that treats all of our team members, partners and stakeholders with respect and fairness."

Craig Burris, Founder and Chief Executive Officer of SmartCEO stated, "Ed Krell is an inspiration to every growing business. It's not easy to rally support for change from thousands of people, but that's exactly what he did to get Destination Maternity back on a sustainable growth path. He is a true industry leader."

SmartCEO's Circle of Excellence Awards program recognizes the area's most accomplished business leaders. Often viewed as one of the most celebrated events of the year, Circle of Excellence leaders have successfully taken their companies to the forefront of their chosen industry. CEOs are nominated from companies of all sizes and industry categories, public or private. Each year, an independent panel selects 30 finalists for the program and of these finalists, 10 winners are announced live at the awards reception, along with the CEO of the Year. All 30 finalists are profiled in the October issue, and the CEO of the Year appears on the cover of the November issue. Each month, business executives turn to *SmartCEO* magazine for advice, analysis and tools to grow their businesses. By sharing the stories of local business

leaders,
SmartCEO
magazine provides lessons learned from a unique CEO perspective.

About Destination Maternity Corporation Destination Maternity Corporation is the world's largest designer and retailer of maternity apparel. In the United States and Canada, as of September 30, 2013, Destination Maternity operates 1,907 retail locations, including 596 stores, predominantly under the tradenames Motherhood Maternity®, A Pea in the Pod®, and Destination Maternity®, and 1,311 leased department locations, and sells on the web through its DestinationMaternity.com and brand-specific websites. Destination Maternity also distributes its Oh Baby by Motherhood® collection through a licensed arrangement at Kohl's® stores throughout the United States and on Kohls.com. In addition, Destination Maternity is expanding internationally and has exclusive store franchise and product supply relationships in India, the Middle East and South Korea. As of September 30, 2013, Destination Maternity has 143 international franchised locations, including 123 shop-in-shop locations and 20 Destination Maternity branded stores.

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