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lucy opens store in Simi Valley

Women's Activewear Retailer Opens at Simi Valley Town Center

PORTLAND, ORE. – October 6, 2005 – lucy, a growing women's apparel company known for its distinct fit and style, will open its first store in Simi Valley on October 27 at Simi Valley Town Center, marking its 21st store location and seventh location in Southern California. The remaining 20 lucy stores are located throughout the western United States, Texas, Washington D.C. and Chicago (opening October 28).

"Southern California's response to the lucy brand has been overwhelmingly positive and we're excited to open another store in this area" said Mike Edwards, president and CEO of lucy. "lucy is about lifestyle and we aim to provide activewear with a healthy dose of style to take all women seamlessly from workout to weekend, and we're thrilled to bring lucy to the active, stylish women of Simi Valley."

lucy moves into Simi Valley Town Center

Simi Valley Town Center, a 1.5 million-square-foot project located on a 129-acre site will open to the public on October 27. The mixed-use center will include a regional shopping center, big box home improvement retailers and a 500-unit luxury apartment complex. lucy joins more than 114 specialty shops and restaurants opening at Simi Valley Town Center, including Chico's, White House/Black Market, Coach and Anthropologie. The 2,200-square-foot lucy store, located at 1555 Simi Town Center Way, is set to open on October 27.

lucy: distinct fit and style

lucy carries a mix of activewear including the exclusive lucy label created to fit, flatter and inspire women. The lucy label offers active women a variety of sizes from extra-small to extra-large (0-18), lengths (short, regular, tall), and fits (sleek, active, relaxed). The overwhelming response to the collection-to-date is a testament to the tremendous consumer demand for various lengths and sizing. lucy also offers a selection of the best performance brands including Nike, Puma and adidas, as well as hard-to-find labels like Splendid and OmGirl.

about lucy

Headquartered in Portland, Ore., lucy set the precedent for fit and style and has been inspiring women to look and feel their best since 1999. The company originated when it recognized an unfulfilled need for activewear that fit, flattered and felt good on a

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woman's body. When the company couldn't find products that met this criteria, it created its own label – the lucy label – offering a variety of sizes, lengths and styles. Everything lucy designs, creates and sells offers on-the-go-performance with a healthy dose of style. The company strives to exceed expectations with smart, multi-purpose apparel that moves effortlessly from workout to weekend and looks good doing it. No one else combines active fit and style like lucy. The company operates 22 stores in Arizona, California, Colorado, Washington D.C., Chicago (opening October. 28) Oregon, Texas, Virginia and Washington, and online at www.lucy.com.

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