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lucy opens first store in Redmond

Women's Activewear Retailer Opens at Redmond Town Center November 17 with Grand Opening Celebration Benefiting Gilda's Club of Seattle

PORTLAND, ORE. – November 1, 2005 – lucy, a growing women's apparel company known for its distinct fit and style, will open its first store in Redmond, Wash. on November 17 at the Redmond Town Center, marking its 24th store location. The remaining 23 lucy stores are located throughout the western United States, Chicago, Texas and Washington D.C.

"We've had an overwhelming response to our stores in Bellevue and Seattle and Redmond was a natural choice for our third location in Washington," said Mike Edwards, president and CEO of lucy. "We're excited to bring lucy to the Redmond Town Center and give Washington's active women another opportunity to find fashionable active wear that moves effortlessly from workout to weekend."

lucy moves into Redmond Town Center

Since it opened in August 1997, Redmond Town Center has offered a premier Northwest-shopping experience through an open-air mixed-use center comprised of 120-acres of unique stores, offices, and entertainment. The 2,200-square-foot lucy store, located on the lower level at 16527 NE 74th Street, is set to open on November 17 and can be found near Chico's, Eileen Fisher and Starbucks Coffee.

grand opening festivities

lucy will host a grand opening celebration on November 17 from 6-9 p.m. The shopping event will benefit Gilda's Club of Seattle, a non-profit cancer support community serving the Puget Sound area. Shoppers will receive 10% off their purchases and lucy will donate 10% of the day's proceeds to Gilda's Club of Seattle.

Grand opening festivities also include lucy gift bags for the first 250 customers, raffle for great prizes, including a \$300 lucy gift card. Shoppers can enjoy food and beverages, entertainment and on-site masseuse.

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-

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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 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 24 stores in Arizona, California, Colorado, Washington D.C., Chicago, Oregon, Texas, Virginia and Washington, and online at www.lucy.com.

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