



contact JulieAnna Little
503-546-7892

julieanna@lanemarketing.com

Photos of the new Brea store and lucy apparel are available upon request.

lucy activewear opens in Brea

Women's Activewear Retailer Opens on Birch Street March 10

Grand Opening Celebration on March 23 Benefiting The Breast Cancer Fund

PORTLAND, ORE. – March 7, 2006 – lucy, a growing women's apparel company known for its distinct fit and style, will open its first store in Brea, Calif. on March 10 on Birch Street, marking its 26th store location and third in Orange County. The remaining 25 lucy stores are located throughout the western United States, Texas, Washington D.C. and Chicago, including 12 stores in California.

lucy moves in on Birch Street

Birch Street Promenade, a 750-foot pedestrian promenade located in downtown Brea, is lined with shops, restaurants, and a movie theater and comedy club. The 2,061-square-foot lucy store, located at 260 Birch Street, is set to open on March 10 and is located near J. Jill, Ann Taylor Loft and Starbucks.

grand opening festivities

lucy will host a grand opening celebration on March 23 from 6 - 9 p.m. The shopping event will benefit The Breast Cancer Fund, a non-profit organization based in San Francisco, with a large support group from the Southern California region. Shoppers will receive a 10% discount on in-store merchandise and lucy will donate 10% of the day's proceeds to The Breast Cancer Fund.

The first 50 shoppers will receive a lucy gift bag including an orange Nalgene waterbottle, a pair of thick basic socks by lucy, an "L" shaped orange cookie, and a sample of IZZE's Clementine juice. All shoppers will enjoy food and beverages, and an 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 all 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

-more-

performance brands including Nike, Puma and adidas, as well as hard-to-find labels like Splendid and OmGirl.

lucy introduces tops in lengths

In addition to its signature pants in three distinct lengths, lucy now offers tops in lengths – regular or long. Perfect for layering, these multi-functional and stylish tees fit the different shapes, sizes and preferences of today's active women. This spring's debut *tops-in-lengths* collection includes:

- **multi sport top** - a lucy sport top with a great fit that offers support and style for a variety of workouts, available in long length for extra coverage. Made from a soft, moisture-wicking fabric, the multi sport top works with a variety of sports bras. Colors: vivid lilac, laser red. \$40.
- **cooldown racerback** – a lucy sport top with an easy fit that offers support and style for a variety of workouts. Now available in a longer length, the cooldown racerback top is made from soft, moisture-wicking fabric with a built-in constructed shelf bra. Colors: electric turquoise, white. \$36.

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 these 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 26 stores in Arizona, California, Colorado, Washington D.C., Chicago, Oregon, Texas, Virginia and Washington, and online at www.lucy.com.

###