



***Photos available upon request.**

contact Alison Fisker

503-546-7894

alison@lanemarketing.com

lucy moves into Southlake Town Square, inspiring active lives with fresh looks for spring

women's activewear retailer opens April 8

grand opening celebration to benefit local relief organization GRACE

PORTLAND, ORE. – March 30, 2006 – lucy, a growing women's apparel company known for its distinct fit, style and performance, will open its first store in the Dallas, Texas area on April 8 at Southlake Town Square, marking its 28th store location and second in Texas. The remaining 27 lucy stores are located throughout the western United States, Washington D.C. and Illinois.

grand opening festivities

lucy will host a grand opening celebration on April 20 from 6 - 9 p.m. The shopping event will benefit GRACE (Grapevine Relief and Community Exchange). Shoppers will receive a 10% discount on in-store merchandise and lucy will donate 10% of the day's proceeds to the organization. GRACE centralizes community resources and provides vital necessities to people in far Northeast Tarrant County by providing transitional housing, food, clothing and medical assistance to those in need.

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 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,

-more-

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 at Southlake Town Square

Southlake Town Square is located 25 miles west of downtown Dallas and home to popular retailers such as Chico's, Gap Body, Talbot's and American Eagle Outfitters. New neighbors joining lucy at South Lake Town Square include Design Within Reach, J.Crew, Coach, Ann Taylor Loft and Limited Too. The Cheesecake Factory will open in May and a Hilton hotel is scheduled to open in September 2007. The 1,885 -square-foot lucy store, located at 330 Grand Avenue West, is set to open on April 8 and is located near J.Crew, Fossil and Bebe. All shops lining Grand Avenue will open April 8.

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

###