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lucy Expands Footprint in Chicago with Two New Locations

Two Stores Opening on Memorial Day Weekend; Outfitting Today's Active Women with Great Fit and Style

PORTLAND, Ore. – MAY 22, 2006 – Memorial Day weekend is one of the biggest travel weekends of the year, for family fun or getaways with close friends. According to a recent Roper Poll, one in five women have taken a “girls only” vacation in the past three years, exposing an emerging trend amongst women taking time to meet their own needs with those closest to them.

For Chicago area women looking for quality active wear in anticipation of travel or simply living the good life at home, lucy, a women's apparel company known for its luxurious fabrics, flattering fits and versatile styles, will open its third and fourth stores in Illinois over Memorial Day weekend.

The lucy invasion

Set to debut on Friday, May 26 in Northbrook Court and Monday, May 29 in Oakbrook Center, each store creates a friendly, energized environment for lucy customers to shop for stylish and exclusive active wear including tops and pants in lengths, shorts, jackets and accessories.



The new locations are popular shopping areas with complementary stores Lucy customers frequent. Northbrook Court is home to some of the finest retailers in the country including Neiman Marcus, Louis Vuitton, Coach and Ralph Lauren. Also, Oakbrook Center, voted the number one shopping destination by Illinois shoppers, is one of the most prestigious outdoor shopping destinations in the Chicago area and the largest open-air premier shopping center in the country.

The new Lucy stores in the Chicago area come as encores to popular Lucy locations in Deer Park and Naperville.

"The Chicago area is a great fit for Lucy," says Mike Edwards, CEO of Lucy. "Women here are active and value stylish, vibrant apparel to take them from the gym to the rest of their busy lives. We are excited to be a part of the community and invite everyone to join us on opening weekend and for the Grand Opening at Oakbrook Center in June."

Oh, it will be grand!

Lucy at Oakbrook Center will host a grand opening event on Thursday, June 8 from 5-9 p.m. Highlights will include:

- Complimentary beverages and hand massages by Origins
- Gift bags full of Lucy goodies
- 10% of all proceeds for the day will be donated to the Infant Welfare Society of Chicago, a non-profit organization that provides quality healthcare to underprivileged women and children in the area

Lucy operates 30 stores in Arizona, California, Colorado, Washington DC, Illinois, Oregon, Texas, Virginia and Washington. Lucy also has a convenient online web store featuring "favorite looks" and updated with new products weekly.

For more information, please visit www.lucy.com

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.

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