

lucy

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lucy Lands in San Diego

New La Jolla locale debuts June 30th for active women

PORTLAND, Ore. – July 5, 2006 – The last fireworks may have been lit, but the excitement in San Diego is just getting started. Sparking a twinkle in the eye of San Diego's women is a new specialty active wear store in one of the hottest shopping areas on the south coast.

Offering chic apparel for workout to weekend, the new lucy store on Girard Avenue in La Jolla will quickly become a favorite destination amongst shoppers after its June 30th opening. lucy carries an array of styles each season classified into four categories: active, energy, balance and essentials. Product highlights include signature lucy tanks/camis, short and long sleeve tops, jackets, pants in various lengths, graphic tees, maternity items and athletic bras.

"Known for fostering a life of luxury and retreat, La Jolla is a great area for lucy. Leading active lifestyles that demand stylish apparel with great performance, southern California women have asked us enthusiastically to come to the neighborhood, so now we're here," said Mike Edwards, CEO of lucy.

La Jolla's favorite shopping street, Girard Avenue, is the new home of lucy. With a multitude of specialty shops, art galleries, book stores and restaurants, the area is a popular destination for residents and visitors. lucy features a friendly and energized environment for customers to browse through stylish, multi-functional active wear in a variety of lengths, fits and styles.



lucy's Moving In Party

lucy will host a grand opening event in its new digs within the Girard Avenue shopping district on Thursday, July 13th from 5-9 p.m. Highlights include:

- Gift bags loaded with lucy goodies for each shopper
- Complimentary on-site massages
- Free beverages and healthy hors d'oeuvres
- 10% of all proceeds from the day will be donated to the Junior League of San Diego

As an encore to the new La Jolla lucy store, a location will open in the new development of Otay Ranch in Chula Vista just in time for the holiday season. Additionally, there are 14 lucy locations throughout California, as well as stores in eight other states.

About lucy

lucy is a Portland-based lifestyle apparel company for women who value fit, style and performance. lucy isn't a specific person – she lives in all of us as we attempt to live a healthy, balanced life. Life is not only about being at the gym or yoga studio; it's about the everyday routine of multi-tasking errands, activities with family and friends, and taking care of yourself from the inside out. An expert in active ways of life, lucy listens carefully to the needs of women and creates apparel with on-the-go performance and versatility, as well as a healthy dose of style and color. With its own lucy label and exclusive designs from other designers and brands, lucy stands apart and inspires confidence in those who wear the products and visit the stores.

lucy is a privately-held company with investors including Chico's FAS, Inc. (NYSE: CHS) and venture capital firms Lone Pine Capital, Maveron LLC, Oak Investment Partners and Sutter Hill Ventures.

The company operates 33 stores in Arizona, California, Colorado, Washington D.C., Illinois, Oregon, Texas, Virginia and Washington, and online at www.lucy.com.

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