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Everything's Bigger in Texas, and Now, So is Lucy!
With a new store in The Plaza at Preston Center, Lucy has 4 locations in Texas

PORTLAND, Ore. – SEPTEMBER 20, 2006 – With summer and bikini season coming to an end and the holidays right around the corner, it can be tough for women to prioritize staying active. As most women can attest, feeling comfortable and stylish in activewear makes it easier to get motivated to head to the gym, go on that power walk or get to a yoga class.

Now, with four stores in the Dallas and Houston areas, Lucy, a women's apparel company known for its fabulous fit, stylish apparel and versatile performance fabrics, provides the women of Texas with another location to easily find active apparel that offers style and quality from workout to weekend.

Carrying an array of exclusive styles each season classified into four signature categories: active, energy, balance and essentials, Lucy is a hit with on-the-go, fashion-forward women in Dallas and Houston-area stores in the West Village, Southlake Shopping Centers and Houston's Highland Village. In fact, according to a recent survey conducted by Kelton Research on behalf of Lucy, 30 percent of women living in the South said they favor activewear that offers a variety of flattering styles, making Lucy's versatile and trend-right clothing a natural fit for the women of Texas.

Lucy Loves The Lone Star State

The new store, located in The Plaza at Preston Center, opened on Friday, September 15th and offers a friendly, energized environment for Lucy customers to shop for exclusive active wear including tops and pants in lengths that perform for any activity, but are also comfortable and stylish for living an active life.



The Plaza at Preston Center prides itself on its beautifully landscaped walkways that are perfect to stroll down while window shopping at one-of-a-kind shops, like Lucy. The unique urban oasis, where stores such as Carla Martinengo Boutique, Bachendorf's and Viva a Paris are located, is set in the heart of one of Dallas' most desirable neighborhoods.

"The women of Texas are known to be active and fashionable and we are pleased to introduce another Lucy store to our growing Texas market," said Mike Edwards, CEO of Lucy. "Our new Dallas location will expand and compliment the existing West Village location while providing Lucy customers with apparel fitting their active lifestyles. We invite everyone to visit us at the convenient Plaza at Preston Center location."

About Lucy

Lucy is a Portland, OR-based lifestyle apparel company for women who value fit, style and performance. Lucy isn't a specific person, but 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 daily 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 35 stores in Arizona, California, Colorado, Washington D.C., Illinois, Oregon, Texas, Virginia and Washington, and online at www.lucy.com.

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