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Lucy Paints Chicago Orange ***Lucy Opens Two New Stores in Chicago, Making 40 Locations Nationwide***

PORTLAND, Ore. – November 10, 2006 – Just in time for the holiday season, Lucy is bringing high-tech and high style clothing to two of Chicago's most popular shopping locations—Lincoln Park and Water Tower Place. As the popularity of donning active wear for everyday activities continues to grow, Lucy emerges as the leader in stylish lifestyle clothing taking the busy women of Chicago from the yoga studio to the community meeting with ease.

Today, the women's active wear company known for its flattering apparel and versatile performance fabrics is celebrating their 40th store opening in the scenic Chicago neighborhood of Lincoln Park. Lincoln Park is home to stroller moms and hipsters alike, and with a nearby park and boutique stores, the unique neighborhood supports an active lifestyle while maintaining its fashion-forward edge. Lucy's spacious Lincoln Park location also offers an extended assortment of shoes, accessories and gift ideas.

Located at the pinnacle of Chicago's Magnificent Mile, Water Tower Place is home to Lucy's new location in downtown Chicago, which opened on November 3rd. With an 8-level atrium, the prestigious shopping center features more than 100 stores, restaurants, specialty shops and boutiques, including Lucy, Banana Republic, Eileen Fisher, Custo Barcelona and Lacoste. Water Tower Place is a popular tourist destination and will become even more popular as the holidays approach, so Lucy is offering free shipping on any purchase as a benefit to their out-of-town customers.

"Chicago is one of our largest markets and we have high hopes for our new Lucy stores, which are located in two of Chicago's most ideal shopping locations," said Mike Edwards, CEO of Lucy. "Opening Lucy's 40th store has been a goal of ours this year and we feel that Chicago is an ideal place for this milestone."



Lucy at Water Tower Place, 3rd Floor

lucy's fit, fabric and function

lucy carries an array of exclusive styles each season classified into four signature categories: active, energy, balance and essentials. lucy also offers three signature fabrics: lucy tech, lucy flex and lucy lux, each of which provide function and style for a variety of activities from running on the treadmill to running errands in the city.

In addition, many of lucy's tops and pants come in lengths, giving women the opportunity to find the perfect pair of pants and stylish tank to keep covered.

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

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