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Lucy Keeps the Bay Area Moving in Style
Leading Active Wear Company Opens First Store in San Francisco

PORTLAND, Ore. – November 13, 2006 – The city known for its unique fashion and ideal shopping just became more stylish, with the opening of Lucy's first store in San Francisco. Lucy is bringing fashion-forward active wear to the Bay Area with a new location on Union Street, one of San Francisco's premier shopping areas.

The new store opened on November 10th and provides women with the latest fall and winter trends in versatile, high-performance active wear that can be layered for the Bay Area's cool, foggy mornings and are perfect for traveling, working out or running errands.

Lucy joins over 200 shops, galleries and restaurants at Union Street in San Francisco, which is close the entrance to the Golden Gate and only minutes from downtown. Union Street offers a rich mix of boutique stores fine restaurants and points of interest, including Armani Exchange, Rose's Café and Z Gallerie.

"We're very excited to bring Lucy to San Francisco this holiday season and hope both Bay Area residents and tourists enjoy our new store location," said Mike Edwards, CEO of Lucy. "We feel there is an active lifestyle at the heart of San Francisco, which is a great fit with Lucy's versatile clothing."



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, that 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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