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Lucy Brings Stylish Apparel for Everyday Performance to Natick

Leading women's apparel company expands East Coast presence with first Massachusetts location

PORTLAND, Ore. – April 16, 2007 – Lucy, a company dedicated to designing fashionable and functional women's clothing, is opening its first retail store in Massachusetts. Offering versatile, functional and stylish pieces for everyday performance, Lucy is ideal for traveling, getting in shape, or simply leading a busy and active lifestyle.

Opening on April 20th, the new Lucy store in the Natick Mall will provide the women of Massachusetts with a convenient location to find clothing that offers performance in everyday wear. Lucy's exclusive label is ideal for active, on-the-go women who are looking for the perfect combination of fashion and function that can take them through the day. Lucy's pieces are also great for mixing and matching with denim and complementing existing casual wear.

"Lucy is committed to providing women with apparel that complements their on-the-go and active lifestyles," said Mike Edwards, CEO of Lucy. "We look forward to expanding our East Coast presence with a new store in Massachusetts and bringing Lucy's innovative products, perfect fit options and signature fabrics to the women of Natick."

The new Lucy store is located in the Natick Mall, a well-known shopping center recognized for its diverse selection of apparel retailers and specialty stores. Lucy will join other stores including Chico's, Banana Republic, Coach, Ann Taylor and will be across from Crate & Barrel for premier shopping in one convenient location.



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, Ore.-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 45 stores in Arizona, California, Colorado, Washington D.C., Illinois, Maryland, Minnesota, Oregon, Texas, Virginia, and Washington, and online at www.lucy.com.

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