



Contact:
Crista Lindberg
lucy activewear
(503) 961-6455
crista.lindberg@lucy.com

lucy Keeps Chicagoland Moving in Style

lucy Opens New Store in Chicago, Making 50 Locations Nationwide

PORTLAND, Ore. – June 20, 2007 – lucy, a company dedicated to designing fashionable and functional women’s clothing, is opening its 7th retail store in Chicago. 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 50th store opening in the North Shore Chicago suburb of Skokie. This cultural and historic community supports an active lifestyle while maintaining its fashion-forward edge.

Opening on July 13th, the new lucy store at Old Orchard Shopping Center will offer the women of North Shore 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. This location will also offer an extended assortment of shoes and accessories to complete her outfit.

“lucy is dedicated to providing women with apparel that complements their on-the-go and active lifestyles,” said Mike Edwards, CEO of lucy. “The North Shore community is know for it’s beautiful parks, scenic lakefront jogging and biking trails, it’s only natural we expand our presence with a new store in the Old Orchard Shopping Center, bringing lucy’s innovative products to the women of North Shore.”

The new lucy store is located in Old Orchard Shopping Center, a vibrant outdoor shopping center offering an assorted collection of boutiques and apparel retailers. lucy will join other stores including Anne Taylor, J.Crew, Coach and Williams-Sonoma for premier shopping in one convenient location. lucy is located north of Lord & Taylor.



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 50 stores in Arizona, California, Colorado, Washington D.C., Illinois, Maryland, Michigan, Minnesota, New Jersey, Oregon, Texas, Virginia, Massachusetts and Washington, and online at www.lucy.com.

###