



Contact:

Kimberly Geist

lucy

(503) 961-6443

kimberly.geist@lucy.com

Lucy Expands National Presence with Six New Stores

six new stores will open in November making it even easier to find your perfect fit

PORTLAND, Ore. – OCTOBER 16, 2007 – Just in time for the holiday season, lucy activewear, an everyday performance apparel company focused on inspiring active, on-the-go women, will open six new stores in November as part of their new store expansion – making a total of 60 stores nationwide.

lucy will bring positive energy and vitality to the women of these communities by offering them a unique place to find versatile, functional and stylish pieces for everyday performance.

lucy will open in West Hartford, CT on November 1st in Blue Back Square; Monterey, CA on November 9th in Del Monte Center; Burr Ridge, IL on November 9th in Burr Ridge Village; Las Vegas, NV on November 14th in Town Square; Ardmore, PA on November 16th in Suburban Square; and a flagship store in Tigard, OR on November 21st in Washington Square.

“We are very excited to bring lucy to all of these locations this holiday season. Burr Ridge Village and Washington Square are expansions in already successful markets. We’ve wanted to enter the other markets for some time now, as each one of these communities represents the active lifestyle that is at the heart of our customer demographic.” said Mike Edwards, President of lucy. “With the ever-increasing pace of modern life, on-the-go women are opting for versatile clothing that can transition from work-out to weekend, while still staying true to their fashionable roots.”

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 combination 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.

On August 24, 2007 VF Corporation, a global leader in lifestyle branded apparel, completed its acquisition of lucy activewear, inc. As a result of the acquisition, lucy activewear inc. is now a wholly-owned subsidiary of VF Corporation.

The company currently operates 53 stores in Arizona, California, Colorado, Washington D.C., Illinois, Massachusetts, Maryland, Michigan, Minnesota, New Jersey, Oregon, Texas, Virginia, and Washington, and online at www.lucy.com.

###