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***lucy*® Expands Connecticut Market with New Store on Greenwich Avenue**

new store location will be the last store opening for the company in 2007

PORTLAND, Ore. – NOVEMBER 12, 2007 – With the holiday season fast approaching, *lucy*® activewear, an everyday performance apparel company focused on inspiring active, on-the-go women, is expanding their presence in Connecticut by providing the women of Greenwich another fabulous place to make their holiday purchases— totaling 61 locations nationwide.

The newest store, located on Greenwich Avenue will make its debut on December 7th – bringing positive energy and vitality to the women of this community by offering them a unique place to find versatile, functional and stylish pieces for everyday performance.

'The Avenue' is the main center for shopping in Greenwich and prides itself on its picturesque oasis of upscale shops and restaurants, where uniformed police officers still direct traffic. *lucy*® will join such retailers as J.Crew, Tiffany & Co., Restoration Hardware and Saks Fifth Avenue.

"We have a strong, loyal customer base in Connecticut and we are pleased to introduce another *lucy*® store to our growing Northeast market", said Michelle Lantow, President of *lucy*®. "We are very excited to bring *lucy*® to the women of Greenwich this holiday season and we invite everyone to visit us at our newest location."

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

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