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lucy activewear Expands National Presence with Three New Stores

PORTLAND, Ore. – MARCH 10, 2008 – Just in time for spring, lucy activewear, an everyday performance apparel company focused on inspiring active, on-the-go women, will open three new stores in March as part of their new store expansion – making a total of 64 stores nationwide.

The *lucy*[®] brand will bring positive energy and vitality to the metropolitan areas of San Francisco, Atlanta, and Kansas City by offering a unique place to find versatile, functional and stylish pieces for everyday performance. New *lucy*[®] stores will open in San Francisco, CA on March 21st at Embarcadero Center 3, in Leawood, KS on March 21st at Town Center Plaza and in Marietta, GA on March 28th within the Avenue at East Cobb.

“We are excited to introduce the *lucy*[®] brand to the women of Atlanta and Kansas City, and expand our presence in downtown San Francisco,” said Michelle Lantow, President of lucy activewear. “We feel that each of these markets will greatly appreciate the active fit, everyday style and performance our brand is renowned for.”

Each of these new locations will host a Grand Opening Event designed to launch *lucy*[®] within the local community. *lucy*[®] grand opening events offer the ultimate shopping experience with live music, organic hors d'oeuvres, and complimentary massages to refresh and rejuvenate.

The *lucy*[®] brand carries an array of exclusive styles each season classified into four signature categories: active, energy, balance and essentials. The brand 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 around the city.

In addition, many of *lucy*[®] tops and pants come in lengths, giving women the opportunity to find the perfect combination to fit their personal style.

ABOUT LUCY

lucy activewear 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, the *lucy*[®] brand 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 61 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.