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***lucy*® puts philanthropy at the heart of it's exclusive designs**

proceeds from customer purchases benefit charities

PORTLAND, Ore. – DECEMBER 17, 2007 –*lucy*® activewear, an everyday performance apparel company focusing on inspiring active, on-the-go women, understands the importance of giving back to the community. Each season, *lucy*® designs an exclusive graphic tee to help women support a cause that is important to them, whether breast cancer research or heart health awareness. A portion of all proceeds from the t-shirt sales are donated to local and national charities, which is an easy way for women to give back while shopping.

lucy® believes knowledge is power. By raising awareness to health issues and organizations, *lucy*® hopes to empower women to serve as catalysts by providing education to each other—and themselves—to help reduce and prevent their risk of cancer and heart disease.

“Many women today have either personally experienced or been touched by someone with breast cancer, ovarian cancer or coronary heart disease,” said Michelle Lantow, President of *lucy*®, “therefore it’s extremely important we help provide her an avenue to contribute to these charities.”

Last February, *lucy*® designed four limited edition Valentine tees in support of Heart Health Awareness Month and donated ten percent of the proceeds to *WomenHeart*®, the nation’s only patient advocacy organization serving over 8 million women living with heart disease.

In October, *lucy*® designed the “Kick It Tee”, an exclusive breast cancer awareness tee for 2007, in support of National Breast Cancer Month. Fifteen percent of the proceeds were donated to *Bright Pink*®, a unique non-profit organization providing education and support to young women at high risk for breast and ovarian cancer.

"*Bright Pink* is so grateful for *lucy's* generous contribution and commitment to encourage women everywhere to take a proactive stance with their breast and ovarian health", said Lindsay Avner, Founder of *Bright Pink*®.

This exclusive tee was also worn across the nation in a virtual walk for breast cancer with the *Gal to Gal Foundation*®, a non-profit organization designed to help Stage IV breast cancer patients and their families by making dreams come true for those living in this most critical stage.

lucy® associates nationwide, took charge in fighting breast cancer by registering to walk or run in local breast cancer awareness races. Associates at the Store Support Center located in Portland, OR, helped raise funds for the *Komen Portland Race for the Cure*®, making them one of the top five local contributors for the race.

In November, *lucy*® donated ten percent of proceeds from their bi-annual two day warehouse sale to Big Brothers Big Sisters Columbia NW – contributions from this event totaled over \$10K.

It doesn't just start and stop with money – *lucy*® is proud to support organizations working to strengthen our communities. Through the efforts of our enthusiastic associates, *lucy* shares their success within their communities by giving back to non-profits that address vital community needs and issues through in-store shopping events. *lucy*® additionally donated approximately 1,000 pounds of clothing to many regional charities throughout the US and 300 pounds of food collected by associates to The Oregon Food Bank.

ABOUT BRIGHT PINK

Bright Pink is a unique non-profit organization that provides education, support, and a sense of community to young women who are at high risk for breast and ovarian cancer. Bright Pink was created from the passion and dedication of 24 year old Lindsay Avner to inspire young women to be proactive with their health. Bright Pink arms young women with knowledge and a great attitude and is committed to spearheading a fresh and empowering movement among young women everywhere. For more information or to make a donation, please visit www.BeBrightPink.org.

ABOUT WOMENHEART

WomenHeart: the National Coalition for Women with Heart Disease is the nation's only patient advocacy organization representing the eight million women living with heart disease. It aims to improve their quality of life and healthcare through support, information and advocacy. For more information, visit <http://www.womenheart.org>

ABOUT LUCY

Centered on positive energy, *lucy* creates stylish apparel that fits, flatters and inspires women to lead active, healthy lives. Our comfortable, feminine pieces move with you and make you look great from workout to weekend...and beyond! Lucy is fit, style and performance to move you through your active life!

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, Connecticut, Washington D.C., Illinois, Maryland, Massachusetts, Michigan, Minnesota, New Jersey, Oregon, Pennsylvania, Texas, Virginia, and Washington, and online at www.lucy.com.

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