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**lucy Offers World Class Shopping Experience and Service**  
***Survey results show lucy customers are highly satisfied with their shopping experiences and clothing options***

PORTLAND, Ore. – April 9, 2007 – It’s not that complicated and it’s not a secret. It’s hard to do, but when you do it right, you stand out. It’s customer service. And according to a recent survey, lucy, an innovative, Portland, Ore.-based women’s clothing company, is giving customers great shopping experiences from the moment they walk in the door to the moment they leave with their purchases.

The lucy Customer Service Survey, conducted by Service Management Group (SMG), found that the company scored an overall rating of 78 percent of customers that are ‘highly satisfied’ with their shopping experience\*.

“At lucy, we believe it’s all about the customer,” said Mike Edwards, CEO of lucy. “We want our customers to enjoy a vivacious environment where they get industry leading service, personal attention, insightful advice, and fantastic clothing options that help them look and feel great. We’re delighted that our customers are seeing and responding to our dedication and service.”

lucy garnered perfect scores in several of SMG’s Specialty Retail Industry categories, including a customer’s likelihood to return to the store and recommend it to a friend. In addition, lucy also ranked high in overall customer satisfaction, speed and ease of checkout and store cleanliness. Together, these attributes add up to make lucy an ideal place to shop, whether spending just a few minutes grabbing a favorite pair of yoga pants or an entire afternoon choosing a new wardrobe.

Survey respondents were particularly enthusiastic about lucy’s designs; said one “I love that lucy understands that I am a woman. I’m tired of active clothing styles based on pre-existing men’s designs. I have a figure, I’m proud of it, and lucy makes clothes that show it off.”

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. lucy offers tops and pants in multiple lengths, giving women the opportunity to find the perfect pair of pants and stylish tanks that fit right.

**About the lucy Customer Service Survey**

The lucy customer service survey was conducted by Service Management Group (SMG), which surveys more than 20 million customers annually and monitors satisfaction in more than 40,000 locations around the world.

The survey measured the key drivers of satisfaction, which were narrowed down to several areas including the helpfulness of associates, knowledge of merchandise, checkout experience and the understanding of a customer’s needs. The survey revealed that a customer that is considered ‘highly satisfied’ is much more likely to recommend a store to a friend.

\*According to results based on data collected from April 30, 2006 through February 3, 2007 with 14,000 respondents.

### **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 43 stores in Arizona, California, Colorado, Washington D.C., Illinois, Maryland, Minnesota, Oregon, Texas, Virginia, and Washington, and online at [www.lucy.com](http://www.lucy.com).

### **About Service Management Group**

Service Management Group is focused exclusively on serving multi-unit businesses. SMG services include unit-level customer and employee satisfaction measurement, with accompanying service improvement consulting. SMG surveys more than 20 million customers annually and monitors satisfaction in more than 40,000 locations around the world. For more information, visit [www.servicemanagement.com](http://www.servicemanagement.com).

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