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## **lucy Encourages Women to “Look good. Feel good. Do good.”** *New Positive Energy Package Helps Women Give Back Year-Round*

PORTLAND, Ore. – June 4, 2007 – Today, women are becoming increasingly aware of the impact their purchases make on society. Women are no longer buying clothing blindly – they are actively seeking companies that donate to charities, support the local community or use sustainable fabrics. In fact, 90 percent of women are more likely to buy a clothing item if the retailer donates a portion of the sale to a charity whose mission they agree with, according to a recent survey conducted by Kelton research on behalf of lucy.

lucy, an innovative Portland-based lifestyle apparel company, is dedicated to inspiring women to live active, balanced lives and understands the importance of giving back to the community. Each season, lucy designs a unique graphic tee to help women support a cause that is important to them, whether breast cancer research or heart health awareness. A portion of the sales are donated to local and national charities, which is an easy way for women to give back while shopping.

Now, lucy is providing women with an even easier way to give back to the community year-round, with the launch of the lucy Positive Energy Package in stores and online beginning June 1. The Positive Energy Package includes a short sleeve, 100 percent pima cotton tee with the lucy logo printed on it. The package also includes a note pad embossed with words of inspiration such as healthy, vibrant and balance. All are included in a nylon cinch sack, also with the lucy values printed on it in a fun and bold pattern.

In support of lucy's mission to inspire women to be active in their lives and community, lucy is contributing 10 percent of the proceeds from the lucy Positive Energy Package to three charitable funds that reflect the company's values, including:

- **Breast Cancer Fund**, a national nonprofit organization devoted to preventing breast cancer by eliminating the environmental causes of the disease
- **WomenHeart**, the only national patient-centered organization that provides support, education and advocacy for women living with heart disease
- **Mothers & More**, a nonprofit whose goal is to improve mothers' lives by addressing their needs as individuals and members of society.

“Our customers have embraced lucy's breast cancer and heart health initiatives, so we are excited to provide them with a simple way to be active and engaged citizens year-round,” said Mike Edwards, CEO of lucy. “We believe that we must mirror the values of our customers and by donating a portion of the proceeds from the Positive Energy Package to several charities, we are doing just that. We hope that women will feel confident that their lucy purchase is benefiting women in several different aspects of life.”

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

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