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lucy Knows One Size Fits No One

New styles, colors and fabrications in pants that fit real women

PORTLAND, Ore. – September 10, 2007 – Although it's bittersweet to see the carefree days of summer come to an end, we all look forward to the new fall styles. The cooler mornings and crisper nights make us reach for the extra layer in exchange for the flip flops and shorts. lucy, an everyday performance apparel company focused on inspiring active, on-the-go women, is making the season transition easier with style. lucy announces the expansion of its signature pant styles in celebration of fall.

"Our pant wall is our heritage; it's where we began with our fit, style and performance promise to our customers more than 5 years ago," said Bonnie Choruby, VP Merchandising. "Our new additions allow us to offer our customers more of what they love from lucy – the best fitting pants available. We have more styles and colors available in our fabrics than ever before. And they all perfectly compliment our customers' lives, all day, every day."

lucy offers three signature fabrications—lucy tech™, lucy flex™ and lucy lux™. The exclusive fabrics are the cornerstone of the lucy label apparel collections and support the technical aspect of each item within the collection. All three signature fabrics offer quick-drying performance, plenty of stretch, exceptional resilience and, of course, the soft, luxurious hand customers have come to know and love from lucy.

The pant wall styles continue to be offered in lengths (short for 5'2" and under, regular and tall for 5'9" and taller), something lucy pioneered in activewear. lucy is taking the now popular concept and revolutionizing it further with ground breaking enhancements to again lead the activewear market. Six new styles in 3 signature fabrications are featured including:

- **lucy action pant™** in lucy flex™ -- perfect as an easy cover-up after the gym, travel, or to keep comfortable no matter what your activity
- **lucy studio pant™** in lucy lux™ -- this new style is a must-have for on and off the mat, as well as outside the studio
- **lucy power pant™** in lucy tech™ -- the compression fabric makes this pant ideal for high intensity activities either indoors or out
- **lucy spa pant™** in lucy flex™ -- easy to wear with a relaxed fit, this new style is one of the most versatile
- **lucy everyday pant™** in lucy tech™ -- a pant perfect for day in and day out activities with on-the-go performance and travel
- **lucy vital pant™** in lucy tech™ -- this pant is all about multi-tasking, easily goes from workout to weekend

The re-launch reflects the company's commitment to provide trend-right options for real women's bodies. "We understand that one size fits no one, because every woman is an individual, with her own shape and size. Our customers know us for our fit, and what better way to show our dedication than through enhancing our offering in our core products. The expansions were made based on customer feedback which we always take into consideration when updating an existing style." Choruby commented.

The pant wall evolution will be ongoing as new styles and colors flow into the line up each season.

From active travel to in-the-gym, lucy offers the fit, style and fabric for the season and for every woman. For more information about lucy's clothing and pants in lengths, please visit www.lucy.com

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 24th, 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 operates 50 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.

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