

**FOR IMMEDIATE RELEASE**

## lucy Expands Northern California Presence with New Danville Store

***Leading Women's Apparel Company Inspires Active Lifestyle with Everyday Performance Clothing***

PORTLAND, Ore. - April 9, 2007 - lucy, a company dedicated to designing fashionable and functional women's clothing, is bringing another retail store to California. Offering versatile, functional and stylish pieces for everyday performance, lucy is ideal for traveling, getting in shape, or simply leading a busy and active lifestyle.

Opening on April 13, the new lucy store on Railroad Avenue will offer the women of Danville a convenient location to find clothing that offers performance in everyday wear. lucy's exclusive label is ideal for active, on-the-go women who are looking for the perfect combination of fashion and function that can take them through the day. lucy's pieces are also great for mixing and matching with denim and complementing existing casual wear.

"At lucy, we are dedicated to creating designs that flatter and inspire women while meeting their demands for everyday performance," said Mike Edwards, CEO of lucy. "lucy's versatile clothing is ideal for Danville's active lifestyle and we look forward to bringing another lucy store to our loyal customers in northern California."

**Grand Opening Festivities**

lucy will host a grand opening celebration on April 26 from 6:00 to 9:00 p.m. with music, refreshments, healthy appetizers and an onsite masseuse for added relaxation. Known for their industry-leading customer service, a trip to the new lucy store will leave customers feeling pampered and filled with positive energy. Highlights include:

- Gift bags loaded with lucy goodies for each shopper
- Complimentary on-site massages
- Free beverages and healthy hors d'oeuvres
- **10% of all proceeds from the grand opening day will be donated to the Junior League of Oakland-East Bay, Inc.**

The new lucy store, located on Railroad Avenue in downtown Danville, will join other women's clothing stores including Chico's, The Honey Bee Fashions and Flo Bell.

**lucy's fit, fabric and function** 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.

In addition, many of lucy's tops and pants come in lengths, giving women the opportunity to find the perfect pair of pants and stylish tank to keep covered.

**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 47 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).

**Contacts**

Edelman (for lucy)

Brooke Dale, 503-471-6822

[Brooke.Dale@edelman.com](mailto:Brooke.Dale@edelman.com)