

FOR IMMEDIATE RELEASE

lucy Partners with Junior League of Oakland-East Bay Inc. for Grand Opening Event

*Leading Women's Apparel Company Expands into Northern California with
New Danville Store and Gives Back to Community*

LAFAYETTE, CA-April 13, 2007- Inspiring active lifestyle with everyday performance clothing, lucy (<http://lucy.com>) is bringing their fit, fabric and function to the East Bay area of Northern California with the opening of their new Danville retail store. In celebration of the lucy store opening and their start of a wonderful relationship with the community, lucy is also partnering with the Junior League of Oakland-East Bay, Inc. (JLOEB) as part of the festivities with 10 percent of all purchases made on April 26th supporting the charitable endeavors of the League.

"The lucy brand was created to inspire women to lead healthy, active lives, and in keeping with that philosophy, they support charitable organizations that advocate these values. The Junior League is a terrific fit with the lucy brand and our efforts continue to improve the lives of children and their families in Contra Costa and Alameda counties," said Diane Stevenson, President, JLOEB.

Through **lucy in the community** every grand opening event of a new lucy store is coupled with a leading non-profit organization that receives a 10 percent donation from the event's sales. lucy also contributes to countless silent auctions and raffles, donates its unsold warehouse-sale items to local shelters and the Red Cross; and more. Annually, lucy's three charitable partners include: Breast Cancer Fund, WomenHeart, and Mothers and More. To learn more, visit "Community Giving" at <http://lucy.com>.

"At lucy, we are dedicated to creating designs that flatter and inspire women while meeting their demands for everyday performance. 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," said Mike Edwards, CEO, lucy. "By teaming with the Junior League, our charitable giving will have a greater impact on the East Bay community where our customers and employees work and live."

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:

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

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.

About Junior League of Oakland-East Bay, Inc. - *Women Building Better Communities*

Founded in 1935, the Junior League of Oakland-East Bay, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. The JLOEB offers women the opportunity to implement change in the community in three major ways: projects, grants, and outreach. Its purpose is exclusively educational and charitable. To learn more, support League projects and/or become a member, please visit <http://www.jloeb.org>.

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