

chico's

For Immediate Release

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Chico's Celebrates Opening of Its Signature Style Boutique in Grand Boulevard

Walton County, FL – October 28, 2008 - Chico's, the exclusively designed, private-label women's retailer recently celebrated the grand opening of its new store in Grand Boulevard at Sandestin® on Thursday, October 23rd. The local community gathered for a Walton County Area ribbon cutting followed by refreshments from Mitchell's Fish Market and Kilwin's Chocolates, Fudge and Ice Cream. Known to reflect the pampering nature of a boutique, the 5,205 square foot Chico's store offers casual and sophisticated clothing and related accessories. Chico's donated 10% of their sales from the grand opening event to The Suzy Fund at Sacred Heart Hospital on the Emerald Coast, which provides free screening mammograms to underserved women in Okaloosa and Walton Counties.

Mori MacKenzie, Executive Vice President, Chief Stores Officer commented, "We're excited to open in Grand Boulevard's Town Center. Our goal is to make women feel, first and foremost, comfortable yet conveying a look that's fashionable and fun. We strive to extend that concept to every aspect of our company, from the design of our clothing, the warm environment of our stores, and the personal service we provide our customers."

Chico's unique retail environment makes shopping easy and fun for every occasion. Customers can depend on the sales staff to coordinate, accessorize and help build a wardrobe to suit their needs. New styles can be found every week that offer seasonal pieces, complimentary accessories, and novelty jackets. Our clothes are always flattering, so she looks as great as she feels.

The Suzy Fund was established in October 2007 in partnership with Zampieri's Harbor Grille, Qantum Communications, American Laser Centers and Sacred Heart Foundation as a result of the first annual "Breast Party in Town." Additional community partners like Chico's are joining the efforts now to raise money for this worthy cause.

"Our mission at Sacred Heart is to provide high quality, compassionate healthcare to all, without regard to the ability to pay," explained Dr. Charles Stroble, radiologist at Sacred Heart Hospital on the Emerald Coast. "Providing these screening mammograms to underserved women will help save countless lives by identifying cancer in an early, preventable stage."

For 25 years, Chico's has helped millions of women look as great as they feel. Chico's colorful prints, chic artisan jackets and wrinkle-free Travelers collection have built quite a following—but it's the combination of great style, one-of-a-kind details and warm, personal service that has captured the hearts of baby boomers nationwide.

Chico's was founded in 1983 with a small boutique selling Mexican folk art and cotton sweaters on Sanibel Island, Florida. The friendly environment and unique styles connected with customers in a special way that has now evolved into over 600 Chico's boutiques nationwide, a monthly catalog and round-the-clock shopping at chicos.com.

Chico's distinctive boutique services make shopping easy and fun. Customers enjoy the advice of Chico's style experts to help coordinate, accessorize and build a wardrobe to suit their needs. New Chico's designs arrive weekly, each carefully designed to fit and flatter a woman's body. As Chico's has grown, its values—beautiful apparel, exceptional service and deep appreciation for its customers—still remain at the heart of the brand.

Shop **Chico's** in over 600 stores nationwide, by phone at 1.888.855.4986 and online at chicos.com.

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