

GRAND BOULEVARD

— Sandestin® —

FOR IMMEDIATE RELEASE

CONTACT:

Angela Triplett, Public Relations Manager

Howard Group

850.654.9771

angela@howardgrp.com

J. Jill Opens May 17 in Grand Boulevard at Sandestin®

Premier Retailer Offers an Artistic Approach to Women's Fashion

Walton County, Fla, May 10, 2007 – J. Jill, a multi-channel specialty retailer of women's apparel, footwear and accessories, opens May 17 in Grand Boulevard at Sandestin®. J. Jill's artistically inspired line of apparel, shoes and accessories is designed to appeal to women with a sophisticated casual lifestyle. The merchandise derives its inspiration from natural elements and is distinguished by relaxed, feminine styling and unique, artistic details.

“There is a high concentration of our catalogue shoppers in the Sandestin area. Now it will be nice for them to experience the brand, actually feel the clothes and work one-on-one with our associates,” says Lauren Cooke, public relations manager for J. Jill.

Founded 20 years ago, J. Jill has grown into a premier national brand. The store provides a compelling assortment for women 35+ who seek comfort with a modern twist, using a creative and expressive approach. The fit is flattering, the fabrics soft and the styles are fluid. Catering to most women, Misses, Petites, Woman and Tall sizes are offered.

--MORE--

The same aesthetic that is found in J. Jill's assortment is carried through all aspects of the customer's shopping experience. Stores are designed to be serene and inviting, as is the store in Grand Boulevard.

"The Grand Boulevard store is spa-like – with stone and wood, neutral colors and textures, and soft lighting. It's an oasis from a typical mall," says Cooke.

Supporting that commitment to comfort and serenity is an equal commitment to customer service. An intranet site (interacts between the store and online catalogue) at the concierge desk of each J. Jill store ensures that retail customers have access to virtually all company products currently offered. For added customer service, associates in the stores and in the call center receive extensive and ongoing training to help customers understand the products and their benefits.

Conveniently, merchandise purchased online or via the catalog can be returned to any J. Jill store or its distribution center. Underscoring its commitment to customer service, J. Jill backs its merchandise with an unconditional guarantee.

In 2006, 19 years after its founding, J. Jill became a wholly owned subsidiary of The Talbots, Inc. Today, J. Jill is a multi-channel retailer; at the end of fiscal 2005, it had 200 stores in 35 states, 12 separate catalogs with a circulation of 56 million, and an online site at www.jjill.com.

Grand Boulevard is the new shop, work, play and stay town center located in Beaches of South Walton along the Emerald Coast in Northwest Florida. Based on the prominent mixed-use architectural model, Grand Boulevard offers a dynamic lifestyle experience with convenient access to a multitude of exclusive shopping and dining options, entertainment, professional services, corporate offices and lodging. For more information, please call (850) 837-1886.

--END--