

## Chico's Announces New Products that Further Showcase Fabric Innovations and Solutions for Women

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No Stain, No-Iron Shirts powered by Stain Shield™ Technology Now Available In Boutiques and Online  
Denim Using Stain Repelling Bright White™ Technology and Activewear with UVA and UVB Protection to Be  
Launched in Spring 2019

New Offerings Build on Customer Favorites, Including Chico's Wrinkle-Free Travelers™ Collection and So  
Slimming™ and Coolmax™ Technologies

FORT MYERS, Fla., Feb. 20, 2019 /PRNewswire/ -- Chico's, the leading women's retailer and namesake brand of  
Chico's FAS, Inc. (NYSE: CHS), today announced the launch of multiple new apparel offerings using fabric  
innovations and solutions that build on the brand's heritage of combining style with exceptional function, giving  
women even more reason to love the clothes they're in.

No Stain, No-Iron shirts powered by Stain Shield™ technology are now available in seven colors and prints in  
boutiques and online at **Chicos.com**. Styled like Chico's bestselling no-iron collection of classic button-up shirts, the  
no-stain, no-iron shirt repels a variety of everyday substances such as cola, salad dressing, ketchup, coffee and even  
red wine. Spots easily flush away with water. The Stain Shield™ repellent lasts up to 30 washes.

No Stain White Jeans powered by Stain Repellent Bright White™ technology will be available in boutiques and  
online in Spring 2019. In addition to repelling stains for up to 20 washes, the new technology helps prevent  
yellowing in the wash, ensuring crisp white denim for up to 25 washes.

As part of Chico's ZENERGY® collection, active wear with UVA and UVB protection will be launched in Spring 2019.  
The new tops and bottoms will use No Sun technology that provides UPF 50+ protection and repels UVA and UVB

rays.

"We are delighted to offer these new products, which use innovative technology to enhance our customers' wardrobe with clothes that provide style, fit and function," said Shelagh Stoneham, Chico's Senior Vice President of Marketing. "We know our customers value excellence in these areas just like they value our most amazing personal service, and we will continue working to deliver on her expectations."

The new product launches announced today build on Chico's legacy of fabric and fashion innovations and solutions for women. These include Chico's widely acclaimed wrinkle-free and packable Travelers™ collection; No Tummy pants and denim powered by So Slimming™ technology, which are equipped with proprietary flattening panels that smooth the midsection; No-Iron shirts that can be tossed in the wash and don't need to be steamed or ironed; and denim and sweaters featuring Coolmax™ technology, which keeps the wearer cool and comfortable.

## About Chico's

Chico's® was founded in 1983 as a small boutique selling Mexican folk art on Sanibel Island in Florida. The rich colors, bold prints, unique artisanal details, problem-solving styles, and amazing personal service made a lasting connection with customers. Now, there are over 600 Chico's boutiques and outlets nationwide, an international (franchise) partner, a monthly mailer, and online shopping available at **chicos.com** and **chicosofftherack.com**.

## About Chico's FAS, Inc.

The Company, through its brands – Chico's, White House Black Market and Soma is a leading omnichannel specialty retailer of women's private branded, sophisticated, casual-to-dressy clothing, intimates and complementary accessories.

As of November 3, 2018, the Company operated 1,431 stores in the U.S. and Canada and sold merchandise through 83 international franchise locations in Mexico. The Company's merchandise is also available at **www.chicos.com**, **www.chicosofftherack.com**, **www.whbm.com**, and **www.soma.com** as well as through third party channels.

## SAFE HARBOR STATEMENT UNDER THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995

This release contains statements that constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. The statements relate to, among other things, expectations, estimates and projections regarding the brand's new product initiatives and are identified by use of the words "anticipate," "believe," "could," "estimate," "expect," "intend," "may," "plan," "outlook," "predict," "project," "should," "strategy," "target," "will," "would," "potential" and similar terms. Factors that could cause actual results to differ include, but are not limited to: the extent of the market demand and overall level of spending for women's private branded clothing and related accessories; the effectiveness of our brand awareness and marketing programs; the ability to

successfully execute our business strategies and to achieve the expected results from them; and the risk that our investments in merchandise or marketing initiatives may not deliver the results we anticipate. Other risk factors for the Chico's FAS, Inc.'s business are detailed from time to time in the Chico's FAS, Inc.'s Quarterly Reports on Form 10-Q, Annual Report on Form 10-K and other reports filed with the Securities and Exchange Commission. These factors should be considered in evaluating forward-looking statements contained herein.

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