



Chico's FAS, Inc. • 11215 Metro Parkway • Fort Myers, Florida 33966 • (239) 277-6200

Chico's FAS Announces First International Expansion White House Black Market to Enter Canada

NEW YORK, Oct. 14, 2013 /PRNewswire/ -- Chico's FAS, Inc. announces the company's international expansion with White House Black Market's (WH|BM) first Canadian boutique opening at Yorkdale Shopping Centre, Toronto on October 24th. The women's retailer will open its second international location at Square One, Mississauga on October 29th, followed by Upper Canada Mall, Newmarket on November 12th. Yorkdale Shopping Centre and Square One are owned by Oxford Properties Group and Alberta Investment Management Corporation (AIMCo). Upper Canada Mall is owned by Oxford Properties Group and Canada Pension Plan Investment Board (CPPIB).

(Logo: <http://photos.prnewswire.com/prnh/20131014/FL96807LOGO>)

The White House Black Market brand, which began operations in 1985, sells exclusively designed, private branded clothing for women offering a uniquely feminine and affordable alternative to designer fashion. WH|BM offers fashionable and sophisticated clothing and accessory items, from everyday basics, to wear-to-work, to elegant fashion, primarily in black and white and related shades with seasonal color splashes. White House Black Market was acquired by Chico's FAS, Inc. in 2003.

In addition to the amazing seasonal fashion collections at White House Black Market, the brand is also home to many signature collections that offer women everyday wardrobe solutions. Instantly Slimming™ collection smooths, slims and shapes your silhouette by simply putting it on. The Perfect Form™ collection features an exclusive ultra-comfortable fabric with stretch that fits any body. The WORKKIT™ collection offers 'Wear What Works' wardrobe options that are fashionably appropriate for any work environment. And WH|BM also offers a wide range of dresses for every occasion.

"We could not be more thrilled to open our first international location in the greater Toronto area," said Donna Noce , White House Black Market, Brand President . "As White House Black Market grows in Canada, we look forward to making the women of Canada Feel Beautiful."

"We believe Canada is a great first foray into the international arena for Chico's FAS, as it represents a natural extension of our brands," says David Dyer , President and Chief Executive Officer of Chico's FAS, Inc. "From our robust customer file, we already know that there are a significant number of Chico's FAS customers in Canada."

The store front design at Yorkdale Shopping Centre will include a unique mix of design elements and materials including white Carrara marble, polished chrome, black lacquer panels, striped fabric awnings, and an oversized cut-crystal chandelier.

The interior of the White House Black Market boutiques will have an over-arching black-and-white palette that incorporates curated finishes including wood and marble floors, beautiful crystal chandeliers and sconces, mirrored accents, striped satin draperies and velvet upholstery. The furniture selection combines lacquered wood, polished chrome, molded aluminum, marble and glass.

The White House Black Market Yorkdale Shopping Centre boutique grand opening will be celebrated with a private reception on Wednesday, October 23rd from 6-8PM in partnership with Children's Miracle Network benefitting The Hospital for Sick Children (SickKids) in Toronto. At 6PM, Chico's FAS Inc. CEO, David Dyer and White House Black Market Brand President, Donna Noce will present a check to SickKids Foundation's President and CEO, Ted Garrard , followed by a ribbon cutting to mark the brands entry to the Canadian market. The WH|BM boutique will open to the public on October 24th at 10am.

ABOUT CHICO'S FAS, INC.

The Company, through its brands – Chico's, White House | Black Market, Soma Intimates, and Boston Proper, is a women's specialty retailer of private branded, sophisticated, casual-to-dressy clothing, intimates, complementary accessories, and other non-clothing gift items.

White House | Black Market strives to make women feel beautiful with apparel and accessories in the honest simplicity of black and white and the individuality of styles built from it. White House | Black Market currently operates 416 boutiques and 52 outlets, publishes a catalog highlighting its latest fashions and connects with customers at www.whbm.com and www.whbm.com/canada.

About SickKids Foundation

Established in 1972, SickKids Foundation raises funds on behalf of The Hospital for Sick Children (SickKids) and is the

largest charitable funder of child health research, learning and care in Canada. Philanthropy is a critical source of funding for SickKids -- one of the world's foremost paediatric health-care institutions. For the fiscal year ending March 31, 2013, SickKids Foundation made an unprecedented investment of \$92.6 million in children's health, a direct result of generous community and corporate support. For more information, please visit www.sickkidsfoundation.com.

ABOUT OXFORD PROPERTIES GROUP

Oxford Properties Group is a global platform for real estate investment, development and management, with over 1,400 employees and over \$21 billion of real assets that it manages for itself and on behalf of its co-owners and investment partners. Established in 1960, Oxford has regional offices in Toronto, London and New York, and the company's portfolio includes approximately 50 million square feet of office, retail, industrial, multi-family and hotel properties. Oxford is the real estate arm of the OMERS Worldwide Group of Companies. For more information about Oxford, visit: www.oxfordproperties.com.

SOURCE Chico's FAS, Inc.

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