



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

Chico's FAS, Inc. Announces 2014 Fundraising Campaign to Benefit Living Beyond Breast Cancer

New York, NY (September 23, 2014) – Chico's FAS, Inc., and its family of brands –Chico's, White House | Black Market, Soma, and Boston Proper – announces its annual partnership with Living Beyond Breast Cancer (LBBC), a national nonprofit education and support organization serving women and families affected by breast cancer.

Beginning now, the White House | Black Market brand is selling The Give Hope Collection, which is made up of a Butterfly Embellished Black Tee, Butterfly Cashmere Sweater, Scarf and Butterfly Watch. A portion of the proceeds from the sale of each item will be donated to Living Beyond Breast Cancer. The collection will be sold both in U.S. boutiques and at whbm.com now, through the month of October. Soma will donate \$1 for every bra sold (up to \$20,000) from October 7 through October 22 both in boutiques and at soma.com. The Boston Proper brand will donate 25% of the proceeds (up to \$10,000) of their Double-v Lace Top to LBBC during the month of October. The top will be sold both in boutiques and at bostonproper.com. Chico's, White House | Black Market, Soma and Boston Proper will all be accepting donations at the register, and online during the month of October for LBBC.

"It is rare for a nonprofit to have such a long and generous relationship with a corporate partner, and Chico's FAS is that rare jewel," said Jean Sachs, MSS, MLSP, Chief Executive Officer, Living Beyond Breast Cancer. "For almost a decade they have provided much need financial support to ensure that any woman facing breast cancer will get access to information and support. When the partnership started, LBBC reached around 30,000 people each year. Today that number is well over 350,000. Chico's FAS's consistent and increased support has allowed LBBC to grow with confidence," Sachs added.

Customers and fans of the Chico's FAS family of brands will also be able to help make a difference by participating in a unique social marketing campaign called Pink My Pic. Now through the end of October, users will be able to add pink to their Facebook profile image to show their support for Breast Cancer Awareness month. For every pinked photo, \$1 will be donated to Living Beyond Breast Cancer. In addition, for every social share, via Facebook, Twitter or email, an additional \$1 will be donated to LBBC. Total donations for both activities are limited to a maximum of \$25,000.

Users can access this fun shareable experience, learn more about LBBC, view The Give Hope Collection and make a donation at www.whbm.com/lbbc.

ABOUT CHICO'S FAS, INC.

The Company, through its brands – Chico's, White House | Black Market, Soma, 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.

Chico's primarily sells exclusively designed, private branded clothing for women featuring a combination of great style with on-trend, expressive and one-of-a-kind designs to yield a wardrobe that is fashionable, unique, relaxed figure-flattering, and comfortable. Chico's currently operates more than 600 boutiques and over 100 outlets across the U.S., the District of Columbia and Puerto Rico. Chico's also publishes a monthly catalog and offers round-the-clock shopping at www.chicos.com.

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. WH|BM currently operates more than 400 boutiques and over 50 outlets across the U.S., Canada, Puerto Rico and the U.S. Virgin Islands. WH|BM publishes a monthly catalog highlighting its latest fashions and connects with customers at www.whbm.com.

Soma, which began operations in 2004, primarily sells trend-right lingerie, innovative and expertly fitted lingerie and loungewear apparel and beauty products. Soma currently operates 269 boutiques and over 17 outlets. Soma publishes its own catalog coinciding with key shopping periods and sells direct- to-consumer at www.soma.com.

Boston Proper, which was acquired by Chico's FAS in September 2011, is an online and catalog based retailer of women's high end apparel and accessories focused on creating adaring, modern style with a sensual feel designed for today's independent, confident and active woman. Boston Proper merchandise is available through 14 boutiques, and the Boston Proper catalog and website, www.bostonproper.com.