



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

Chico's FAS, Inc. Announces International Expansion

NEW YORK, Jan. 28, 2014 /PRNewswire/ -- Chico's FAS, Inc. announces the launch of the Chico's brand in Mexico, through an exclusive franchise with El Puerto de Liverpool, S.A.B. de C. V. ("Liverpool"). The Chico's brand expansion in Mexico will begin with a stand-alone boutique opening at Perisur Mall, Mexico City in Spring 2014. Plans for the Chico's expansion in Mexico include the opening of stand-alone boutiques as well as branded shop-in-shops in Liverpool department stores. The second stand-alone boutique will open in Villahermosa, Tabasco. In addition, Liverpool plans to roll out six Liverpool department store shop-in-shops during the first half of this year.

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

The Chico's brand was founded in 1983 as a boutique selling Mexican folk art and cotton sweaters from a store in **Florida's** Sanibel Island. Today, Chico's 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, and comfortable.

"We could not be more thrilled for the opening of the first Chico's international location in **Mexico**," said Cinnie Murray , Chico's Brand President . "I'm so excited to bring the women of Mexico fabulous Chico's fashion, and this is an incredible growth opportunity for our brand."

Known for exclusive artisan pieces and one-of-a-kind prints and patterns, Chico's is also home to many signature collections that feature chic, wardrobe-building must-haves that also have signature Chico's style. The So Slimming™ collection of great-fitting pants uses Hidden Fit™ technology, interior stitching and shaping panels to create an instantly

slimming effect. The Travelers™ collection features fashion-forward, wrinkle-resistant knits that are lightweight and go from day-to-night with ease. The Zenergy™ collection offers activewear with glamorous twist, featuring vivid color, vibrant patterns, and comfortable silhouettes to wear everywhere. Chico's also offers a wide range of fabulous accessories.

"We believe **Mexico** is a great first foray into the international arena for the Chico's brand. It represents an important part of the overall global expansion of Chico's FAS, Inc.," says Bill Bine, Chico's Vice President, International Operations. "We are excited to announce our partnership with Liverpool. Their experience and understanding of the customer in the Mexican market, combined with the strength of the Chico's brand creates a tremendous opportunity for international growth."

The store design of the Chico's stand-alone boutiques will be based on a new store prototype. The elevated concept includes a mix of curated finishes and materials based in warm tones with subtle animal prints. Modern interpretations of Chico's brand heritage are brought to life with iconic woven entry doors, luggage details on fixtures and layers of artifacts as props.

Liverpool's Chief Executive Officer Jorge A. Salgado said, "We are very pleased to be able to introduce Chico's to Mexico and offer our customers collections filled with fashionable, high-quality apparel. Chico's reputation for leading the industry in both fashion and innovation makes the company an ideal resource and collaborator for us as we introduce new segments of the market."

ABOUT CHICO'S

The Chico's brand, which began operations in 1983, primarily sells exclusively designed, private branded clothing. The styling is chic, unique, and charismatic with on-trend, expressive, one-of-a-kind designs created to illuminate the women wearing them.

As of **November 2, 2013**, Chico's operated 617 boutiques and 108 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.

ABOUT CHICO'S FAS, INC.

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

As of **November 2, 2013**, the Company operated 1,470 stores in the US and Canada. The Company's merchandise is also available at www.chicos.com, www.whbm.com, www.soma.com, and www.bostonproper.com. For more detailed information on Chico's FAS, Inc., please visit our corporate website at www.chicosfas.com

ABOUT LIVERPOOL

El Puerto de Liverpool, S.A.B. de C.V. is the largest full-scale department store Company in Mexico, with 101 units in operation, under three different brand names: Liverpool, Fabricas de Francia, and Liverpool Duty Free. The Company has more than 1.4 million square meters of sales floor and is present in 57 cities throughout the Mexican Republic. Liverpool's real estate operations are supported by 21 shopping malls in 14 different Mexican cities in which Liverpool has more than 375 thousand square meters of gross leasing space. Liverpool is the third largest credit card issuer in Mexico, with more than 3.4 million cards.

SOURCE Chico's FAS, Inc.

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