



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

Chico's FAS, Inc. Gives Back to Local Children and Families During May is For Miracles Campaign

Women's Retailer Launches Its Fourth Annual Campaign to Boost Awareness and Raise Funds For Local Children's Miracle Network Hospitals

NEW YORK, April 17, 2014 /PRNewswire/ -- Chico's FAS, Inc., and its family of brands – Chico's, White House Black Market, Soma, and Boston Proper – announce the launch of its fourth May is For Miracles campaign, a multi-faceted program to raise funds for the 170 Children's Miracle Network Hospitals® (CMN Hospitals) across the United States and Canada. Since 2011, Chico's FAS, Inc. has raised over \$3 million for CMN Hospitals, and this year, the Company hopes to increase its contribution.

Beginning now, the Chico's brand is selling an exclusive, limited-edition Miracle Key necklace and White House Black Market, an exclusive, limited-edition Creating Miracles necklace. Both necklaces will be sold in boutiques and online for \$20, with \$10 from the sale of each necklace benefiting local Children's Miracle Network Hospitals. Also, Soma will donate \$1 for every Embraceable Pajama separate (up to \$20,000) and Boston Proper will donate 10% of the proceeds for any purchase from their Starburst Icon Collection (up to \$10,000) to local Children's Miracle Network Hospitals through the month of May. For the second year in a row, Chico's FAS, Inc. will also serve as a presenting sponsor of CMN Hospitals' Champions program.

In addition, from now through the end of May, customers can donate at any of the retailer's 1450+ boutiques nationwide, outlets and online, as well as through the 3rd annual interactive website and Facebook experience, Send A Smile. The goal of the year's Send A Smile campaign is to raise \$50,000 for local Children's Miracle Network Hospitals and salute moms and caregivers. In partnership with HelloWorld, the leader in rich engagement campaigns across mobile, social and

web, users can create their own unique virtual card through a customized, mobile-enabled microsite. It's completely free to create a card, and Chico's FAS, Inc. will donate \$1 to the Children's Miracle Network Hospital of the user's choice for every card created. If users get social and invite their friends to create a card too, Chico's FAS, Inc. will donate an additional \$1, combined up to \$50K. Users can access this fun, shareable experience on their mobile phone, tablet, or desktop through any of the brands' Facebook pages or these brand-specific URLs: www.chicos.com/sendasmile, www.whbm.com/sendasmile, www.soma.com/sendasmile, www.bostonproper.com/sendasmile.

#SendASmile

"At Chico's FAS, we deeply value the relationship we have built with Children's Miracle Network Hospitals. Our associates and customers believe in the importance of creating a better future for children in the communities in which we live," said David Dyer, President and Chief Executive Officer of Chico's FAS, Inc. "CMN Hospitals touches the lives of more children than any other children's charity, and gives each of us, and our loyal customers, a unique opportunity to give back and truly make a difference."

Chico's FAS, Inc. and its brands created this multi-faceted campaign as a call-to-action for new and existing customers. Through the various ways to donate and participate, it is easier than ever for consumers to make a difference in children's lives.

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 over 200 boutiques and over 15 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 a daring, modern style with a sensual feel designed for today's independent, confident and active woman. Boston Proper merchandise is available through 6 boutiques, and the Boston Proper catalog and website, www.bostonproper.com.

ABOUT CHILDREN'S MIRACLE NETWORK HOSPITALS

Children's Miracle Network Hospitals® raises funds and awareness for 170 member hospitals that provide 32 million treatments each year to kids across the U.S. and Canada. Donations stay local to fund critical treatments and healthcare services, pediatric medical equipment and charitable care. Since 1983, Children's Miracle Network Hospitals has raised more than \$5 billion, most of it \$1 at a time through the charity's Miracle Balloon icon. Its various fundraising partners and programs support the nonprofit's mission to save and improve the lives of as many children as possible. Find out why children's hospitals need community support, identify your member hospital and learn how you can Put Your Money Where the Miracles Are, at CMNHospitals.org and facebook.com/CMNHospitals.

SOURCE Chico's FAS, Inc.

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