



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

Chico's FAS, Inc. Supports Living Beyond Breast Cancer

Chico's, White House Black Market and Soma Intimates Reaffirm Commitment to Raise Money to Help Women Affected by Breast Cancer

FT. MYERS, Fla., Sept 30, 2010 /PRNewswire via COMTEX/ --

In support of breast cancer awareness month, Chico's FAS, Inc., which operates more than 1,100 boutiques under the Chico's, White House Black Market (WHBM) and Soma Intimates brand names, has launched extensive campaigns to benefit Living Beyond Breast Cancer (LBBC), a national non-profit organization dedicated to empowering women with breast cancer.

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Beginning today, Chico's, WHBM and Soma Intimates will offer exclusive, limited-edition collections from which a percentage of sales will be donated to LBBC. Since 2004, Chico's FAS, Inc. has contributed more than \$1 million to LBBC, through sales of special collections and, earlier this year, the company initiated a point-of-purchase program whereby customers may make contributions in increments of \$1 and \$5, or both, to LBBC.

"Chico's FAS, Inc. and our customers have shown a tremendous commitment to making a difference in the fight against breast cancer," said David Dyer, President and CEO. "LBBC's programs are a valuable resource to women impacted by

breast cancer, including our own associates, friends, and customers."

"Chico's FAS, Inc. has been a longtime supporter of LBBC and is our largest retail contributor," said Jean A. Sachs, MSS, MLSP, chief executive officer of LBBC. "The Company's sustained corporate philanthropy and extraordinary contributions have enabled us to increase our services and provide free programs to tens of thousands of women affected by breast cancer. We look forward to presenting Chico's FAS, Inc. with the 2010 Corporate Leadership Award at our annual gala in October."

White House Black Market

White House Black Market will donate a portion of net proceeds from the sale of its "Give Hope" Collection, up to a maximum donation of \$250,000.

GIVE HOPE TEE: A cap sleeve, scoop neck tee featuring pink roses, rhinestone embellishments, "Give Hope" embroidery and a crystal ribbon. \$38

GIVE HOPE WATCH: An oversized, yet feminine timepiece featuring a pink genuine leather textured strap, crystal embellishment, a heart-shaped charm and "Give Hope" etching on the back. \$58

GIVE HOPE NECKLACE: A chain-link, multi-row statement piece adorned with pink roses, clear and crystal glass pearls and beading. \$48

GIVE HOPE TOTE: Designed in nylon and featuring a satin crystal bow, floral embellishment and rhinestone detailing. \$48

In addition, to commemorate its 25th anniversary, WHBM partnered with LBBC to bring together 25 breast cancer survivors for a special photo shoot. These inspiring women are featured in WHBM's October catalog, which is sent to over two and a half million homes, in WHBM's October ad campaign in Self and Elle, and their stories can be seen on www.whbm.com/givehope. In addition, WHBM will host a special in-boutique "Give Hope" event on October 7th where a portion of the event's net sales will be donated to LBBC and shoppers receive 15% off purchases.

Chico's

EVERLASTING FRIENDSHIP BRACELET: Chico's will donate \$10 from each limited-edition bracelet sold to LBBC. This mix of faux pearls and pale pink beads is beautifully clustered together for a chic, sophisticated and classic look. \$20

Beginning October 1st, Chico's is celebrating 26 years of National Breast Cancer Awareness month with the special-edition Everlasting Friendship calendar. Visit www.facebook.com/lovechicos and click on the "Calendar" tab.

Soma Intimates

From September 30th to October 3rd, Soma Intimates will donate \$1 from the sale of every bra and of each item featured in its "Love and Support" Collection to LBBC, with a maximum donation of \$20,000.

PJ SET: Sophisticated pajamas in Soma's super soft signature cotton featuring "Love and Support" graphic script. Top: \$49 Bottom: \$49

HIGH-LEG PANTY: Ultra soft cotton panty features "Love and Support" graphic script. \$8.50

DOT HIPSTER: Polka dot printed panty in Soma's supremely comfortable signature cotton. \$8.50

About Chico's FAS, Inc. (NYSE: CHS)

The Company is a women's specialty retailer of private branded, sophisticated, casual-to-dressy clothing, intimates, complementary accessories, and other non-clothing gift items. The Company operates 1,138 specialty stores in 48 states, the District of Columbia, the U.S. Virgin Islands and Puerto Rico, under three brands.

The Chico's brand operates 598 boutiques and 58 outlet stores, regularly publishes catalogs and conducts e-commerce at www.chicos.com.

White House Black Market operates 343 boutiques and 19 outlet stores, regularly publishes catalogs and conducts e-commerce at www.whitehouseblackmarket.com.

Soma Intimates operates 112 boutiques and 8 outlet stores. Soma Intimates regularly publishes catalogs and conducts e-commerce at www.soma.com.

About Living Beyond Breast Cancer:

Founded in 1991, Living Beyond Breast Cancer is a national nonprofit organization dedicated to empowering all women affected by breast cancer to live as long as possible with the best quality of life. Programs and services include: an educational website, lbbc.org; the toll-free Survivors' Helpline; national conferences; free teleconferences; networking programs; quarterly newsletters; publications for medically underserved women; healthcare-provider trainings; and MP3 recordings. For more information, visit <http://www.lbbc.org/>.

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