

# CHARMING SHOPPES, INC.

## COMPANY OVERVIEW

Charming Shoppes debuted on September 13, 1940, opening our first store on a busy neighborhood block in Philadelphia. The store was originally called Charm Shoppes and later changed to Charming Shoppes. Today, Charming Shoppes, Inc. is a leading multichannel specialty apparel retailer specializing primarily in women's plus-size apparel. We are the parent company of three distinct retail store brands—Lane Bryant, Fashion Bug and Catherines Plus Sizes—and Crosstown Traders, Inc., a direct marketer of women's apparel. With more than 2,200 stores in 48 states and \$2.7 billion in Fiscal 2006 annual sales, we are the third-largest women's specialty apparel retailer in the United States.

### Executive Leadership

Dorrit J. Bern, Chairman of the Board, President and Chief Executive Officer

Joseph M. Baron, Executive Vice President and Chief Operating Officer

Eric M. Specter, Executive Vice President and Chief Financial Officer

### Associates

Charming Shoppes, Inc. employs approximately 27,000 associates.

### Our Core Brands

#### LANE BRYANT

- America's most widely recognized name in plus-size specialty fashion
- More than 700 specialty stores in 46 states, with an average store size of 5,800 square feet
- Primarily in mall locations, with a growing presence in lifestyle and strip centers
- Offering stylish and sophisticated casual, wear-to-work, and intimate apparel exclusively for the plus-size woman
- Core customers women ages 25–45, wearing moderately priced apparel
- Acquired by Charming Shoppes, Inc. on August 16, 2001
- Fiscal 2006 revenues of \$1.1 billion

#### FASHION BUG

- The women's fashion apparel leader in strip shopping centers
- More than 1,000 specialty stores in 45 states, with an average store size of 8,800 square feet
- Fashionable apparel in plus, misses, juniors and girls sizes,
- Offering intimate apparel, accessories, footwear, and maternity departments
- Core customers women ages 20–49; also serving girls and teens ages 7 and up
- Value-priced, affordable apparel
- Fiscal 2006 revenues of \$1.1 billion

#### CATHERINES® PLUS SIZES

- Offering classic and stylish plus-size apparel, exclusively in Plus, Petite Plus and Extended Plus Sizes
- More than 450 specialty stores in 44 states, with an average store size of 4,100 square feet
- Primarily strip shopping center locations
- Serving plus-size women ages 40–65, wearing moderately priced apparel
- Acquired by Charming Shoppes, Inc. on January 7, 2000
- Fiscal 2006 revenues of \$345 million

### Corporate Headquarters

450 Winks Lane  
Bensalem, PA 19020  
215-245-9100

### Stock Exchange

Charming Shoppes, Inc. (CHRS) has been listed on the NASDAQ Stock Market® since 1971.

### Our Web Sites

charmingshoppes.com  
lanebryant.com  
fashionbug.com  
catherines.com  
figuremagazine.com

oldpueblo traders.com  
intimateappeal.com  
willowridgecatalog.com  
brownstone-studio.com  
www2.shopthebay.com

regaliaonline.com  
cowardshoe.com  
bedfordfair.com  
lew-magram.com  
figis.com