



For Immediate Release

Contact Information:

Amanda Mishica, Marketing Coordinator
608.824.9111, amishica@greenwayshopping.com

Dave Claflin, Vice President of Marketing
816.876.2547, dclaflin@reddevelopment.com

Greenway Station® Announces Soma Intimates Now Open *Bra Fit Stylists Now Open in Middleton*

MIDDLETON, Wis. (February 22, 2012) – Greenway Station® Shopping Center announces the grand opening of new boutique, Soma Intimates. Soma Intimates is now open in 4,525 square feet, located between Francesca’s Collections and Justice Just for Girls, along Deming Way. Soma Intimates is hosting their grand opening today beginning at 10 a.m. and the boutique offers luxurious and sensual lingerie, loungewear, sleepwear and beauty.

Each and every garment that Soma creates is distinguished by the “Soma Kiss” and the “Soma Touch” – thoughtful design details, a supremely soft feel and a superior fit that’s stylish, comfortable and gorgeous. Soma offers warm, personal service and each associate is highly-trained to provide individual fittings and recommendations on what works best for every body type.

Some highlights of the Soma Intimates boutique include:

- **Fit for Every Body** – With more than 50 bra styles ranging in sizes from 32A – 42DDD in most Frontline and Outlet Stores, Soma Intimates offers a wide variety of fits and styles. Soma’s bras make her feel just as gorgeous as she looks.
- **The Original Vanishing Edge® Panty and Shapewear Collection** – A collection with a revolutionary design that makes panty lines vanish and prevents

undergarments from riding up or shifting. Simply put, the numbers speak for themselves; more than 3 million Vanishing Edge® panties have been sold nationwide to date!

- **Vanishing Back® Bras** – Now you see it, now they don't! These bras feature a unique design with a powerful, seamless back that eliminates lumps and bumps and gives a completely smooth silhouette. The Vanishing Back® collection offers two bra styles – a front-close and a back-close – with a variety of gorgeous fashion colors and prints.
- **Oh My Gorgeous™ Sleepwear** – Soma Intimates also specializes in luxurious sleepwear including Soma's exclusive "Cool Nights Collection", a naturally soft, moisture-absorbent rayon derived from bamboo that keeps women cool and supremely comfortable while they sleep.
- **Oh My Gorgeous™ Fine Fragrance Collection**– The latest from Soma Intimates, "Oh My Gorgeous™" is a collection of fine fragrances, body lotions, soufflés, and more. Featuring three distinct scents – vibrant, embraceable, and passionate – this collection allows women to wardrobe their fragrances just as they would create a lingerie wardrobe.

In addition, Soma knows a kind heart. Its semi-annual bra drive supports local women's shelters across the county and to date, Soma has collected over 145,000 bras to help women in need.

Soma Intimates, a division of Chico's FAS, Inc. (NYSE: CHS), is dedicated to offering supremely comfortable, high-quality bras, panties, sleepwear and activewear in a welcoming environment. Soma's mission is to make women look and feel wonderful by offering designer quality at affordable prices through luxurious fabrics, delightful Soma touches, and highly personalized customer service with trained Soma fit stylists. Soma Intimates currently operates more than 160 frontline boutiques and outlets combined across the country and www.soma.com.

The addition of Soma Intimates brings the total number of stores and restaurants at Greenway Station up to 37. Greenway Station Shopping Center hours are 10 a.m. to 8 p.m. Monday through Saturday and noon to 5 p.m. on Sunday with some store and restaurants open extended hours.

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About Greenway Station®

Greenway Station, a joint effort between RED Development and Greenway Properties, is a 325,000-square-foot, open-air lifestyle center. Located along Greenway Boulevard and U.S. Highway 12/14 on 51 acres in Middleton and just 10 minutes west of downtown Madison, Wis., Greenway Station is the first shopping center of its kind in the area, combining unique shopping, entertainment and dining with strolling walkways and extensive landscaping. For additional information on Greenway Station, visit www.greenwayshopping.com.

About RED Development, LLC

RED Development, LLC, formed in 1995, develops, leases, manages, owns, and advises on shopping centers throughout the United States. The company, with co-headquarters in Kansas City, Mo. and Phoenix, Ariz., has experience developing and consulting on a wide variety of commercial retail projects, including open-air regional shopping centers, better known as lifestyle centers, neighborhood grocery-anchored stores, regional power centers, mall re-development and mixed-use projects. With mixed-use development opportunities, RED maximizes projects by combining retail with residential, office and/or hotels. RED also partners with home builders to provide convenient retail and dining destinations within master-planned communities. RED has 39 projects open, under construction or in development, totaling more than 22 million square feet. To learn more about how RED is “REDefining” retail and entertainment development, visit www.reddevelopment.com.