

E-Commerce Leader chadwicks.com Launches Enhanced Fashion Website

Bridging Catalogs and Online Shopping

West Bridgewater, MA – March 21, 2006 – Chadwick’s, one of the nation’s first and largest value fashion catalogs for women, announced the launch of their new website, enhancing an already dynamic home shopping experience.

The new www.chadwicks.com has been designed to be more user friendly, utilizing technology that significantly improves the navigation and site-search functionality. Based on best practices within the industry, some of Chadwick’s tremendous enhancements include: “view all” feature, which allows the customer to see every item in a particular product category on one page versus multiple pages; streamlined checkout process, focusing the approach around gifting, shipping and promotions; larger and brighter images; gift boxing/wrapping; expanded web-only collections; today’s specials; web-only specials; and easy access to promotion codes to help Chadwick’s customers save every step of the way.

The launch of the new chadwicks.com is part of an international initiative by Redcats to update their websites worldwide via their in-house platform, Millena, one of the largest E-commerce platforms in the world. Chadwick’s is one of nine brands under the Redcats USA umbrella. Redcats USA is a division of Redcats, the world’s third largest home shopping company. During 2005, Redcats’ Internet activity represented approximately \$1.3 billion, which was 27% of their total sales. Among all of the Redcats USA brands, Chadwick’s is the leader in percentage of online sales.

The global in-house platform, Millena, was also used on La Redoute France’s renovated website in April 2005, BrylaneHome’s renovated website in July 2005, and will soon be employed in Lerner/Metrostyle’s re-launched website.

The new online platform replaces an older proprietary system with an in-house system that leverages the best of Microsoft’s technologies and the new .NET Framework. Some of Chadwick’s high profile partners include: Scene 7 and the use of their IPS software and E-catalog solution, improving image quality, zoom and E-catalog quality; Akamai and their Edge Network help Chadwick’s accelerate their web application, which improves site performance; Omniture and their SiteCatalyst website analysis tool helps Chadwick’s better understand their customer’s behavior on the site; and Gomez, their most recent partner, provides performance benchmarking with the competition, helping monitor and improve site performance and service levels. In addition, Fry, Inc., a leading e-commerce firm, was instrumental in developing the user interface and creative presentation layer of the new site, which will provide an outstanding experience to Chadwick’s online customers.

“With the improved design of this website, it will continue to transition the Chadwick’s business and create a more comfortable and enjoyable online shopping experience for loyal customers, as well as capture a new share of the market,” said Christophe Gaigneux, Executive Vice President of Chadwick’s.

REDCATS USA, multichannel leader in apparel and lifestyles home shopping, has nine well-known brands in its portfolio: Chadwick’s, Lerner Catalog, Lane Bryant Catalog, Jessica London, Roaman’s, La Redoute USA, KingSize, BrylaneHome and BrylaneHome Kitchen.

Redcats USA is a division of Redcats, the world’s third largest catalog home shopping company, with 17 brands in 26 countries, a staff of over 20,000 associates and a turnover of 4.4 billion euros. Redcats USA represented in 2004, 25.5% of the turnover of Redcats. Redcats is a PPR company.

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