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Nine West gives props to St. Jude with a donation, in lieu of holiday décor!

White Plains, NY--November 2009 - Nine West Specialty Retail Stores across the U.S. are donating more this year to St. Jude Children's Research Hospital® by "giving the boot" to holiday store decor! Instead of spending on festive in-store decorations, Nine West has chosen to redirect their dollars to St. Jude.

In addition to participating in the St. Jude Children's Research Hospital "Thanks and Giving®" campaign in which dollars will be collected from customers who shop the brand from 11.22.09 through 12.31.09, Nine West wanted to do even more for the cause.

"We are thrilled that Nine West is once again a part of our annual *Thanks and Giving* campaign" said Marlo Thomas, National Outreach Director. "Their dedication to the campaign has an enormous impact on the lives of countless children and their families in communities across the country. I know their customers will be inspired by their caring and generous decision to "give the boot" to holiday decorations so that they can give those much-needed funds to St. Jude."

Jay Friedman, CEO of Jones Retail Corporation, explained it this way: "We know customers will appreciate any extra efforts we can make for a charitable cause, especially one that touches most of us, across the board at every level. Of all years to do this, we feel strongly that our consumers will understand and support this decision to give back!"

Nine West has 190 Specialty Retail Stores across the U.S. To find out how to join Nine West in giving to St. Jude Children's Research Hospital, visit the closest location, or ninewest.com.

Jones Apparel Group, Inc. (www.jonesapparel.com) is a leading designer, marketer and wholesaler of branded apparel, footwear and accessories. The Company also markets directly to consumers through its chain of specialty retail and value-based stores and through its e-commerce web sites. The Company's nationally recognized brands include Jones New York, Nine West, Anne Klein, Gloria Vanderbilt, Kasper, Bandolino, Easy Spirit, Evan-Picone, i.e.i., Energie, Enzo Angiolini, Joan & David, Mootsies Tootsies, Sam & Libby, Napier, Judith Jack, Albert Nipon and Le Suit. The Company also markets costume jewelry under the Givenchy brand licensed from Givenchy Corporation, women's footwear under the Dockers® and Dockers® Women brands and infants', toddlers' and boys footwear (excluding girls footwear) under the Dockers® and Dockers® Premium brands, licensed from Levi Strauss & Co. and apparel under the Rachel Roy brand licensed from Rachel Roy IP Company, LLC. Each brand is differentiated by its own distinctive styling, pricing strategy, distribution channel and target consumer. The Company contracts for the manufacture of its products through a worldwide network of quality manufacturers. The Company has capitalized on its nationally known brand names by entering into various licenses for several of its trademarks, including Jones New York, Anne Klein New York, Nine West, Gloria Vanderbilt, i.e.i. and Evan-Picone, with select manufacturers of women's and men's products which the Company does not manufacture. For more than 30 years, the Company has built a reputation for excellence in product quality and value, and in operational execution.

