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**LUCY® ACTIVEWEAR PARTNERS WITH STROLLER STRIDES®
AS NEW EXCLUSIVE FITNESS APPAREL PROVIDER**

lucy to outfit Stroller Strides fitness pros with premium performance apparel

SAN MARCOS, Calif. –JUNE 2, 2011 -Stroller Strides®, the country's largest pre-natal and post-natal fitness program for new moms and their babies, today announced a partnership with lucy® activewear, a fashion-forward performance apparel company for women. As the exclusive provider of fitness apparel for Stroller Strides, lucy® will now offer all program participants a special discount card to use at lucy.com or at any lucy retail store on all purchases for the next year.

“Stroller Strides franchisees and instructors teach fitness classes every day and sometimes multiple classes a day, so they are in fitness attire all day long,” says Lisa Druxman, CEO and founder of Stroller Strides. “We chose to partner with lucy because not only do our instructors want the apparel they teach in to be functional and comfortable, but fashionable as well.”

The Stroller Strides partnership is a natural fit, as lucy® creates stylish, high performance activewear, including the Perfect Core Pant, which satisfies the needs of the growing customer base of pre-natal and post-natal women. In addition, products from each of lucy’s four categories - Yoga, Training, Running and Explore - support Stroller Strides franchisees in their pursuit of active lifestyles, in the office, in the home or while instructing fitness classes.

“Promoting a healthy and active lifestyle is a top priority at lucy®,” said Shaz Kahng, President of lucy® activewear. “We look forward to supporting Stroller Strides’ mission to help moms make strides in fitness by inspiring performance”.

About lucy

Lucy activewear designs and sells fashion-forward performance apparel for athletic women. Over the past ten years, the lucy® brand has grown from lucy.com, an online-only retailer, to a national bricks-and-mortar chain operating 61 stores. In August of 2007, VF Corporation, a global leader in lifestyle branded apparel, completed its acquisition of lucy activewear, Inc. As a result, lucy® is now a wholly owned subsidiary of VF Corporation.

About Stroller Strides

Ranked by [Entrepreneur Magazine](#) as one of the Top New Franchises and Fastest Growing Franchises 2007 – 2011, Stroller Strides offers classes in more than 1,200 locations in the United States and Puerto Rico. The hour-long classes emphasize cardiovascular activities and muscle-strengthening exercises using resistance bands and strollers, allowing moms to interact with their babies throughout their workout. To further assist mothers in all aspects of their lives, Stroller Strides partners with lucy®, Plum Organics™, Revolution Foods™, LUNA® and BOB®. For more information about Stroller Strides, including class locations, visit www.strollerstrides.com.

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