

Goody's Family Clothing Signs New CEO

KNOXVILLE, Tenn. (January 22, 2007) – Goody's (Goody's Holdings Inc.), a retailer of moderately priced family apparel, has named Charles (Chuck) Turlinski as the company's chief executive officer. Mr. Turlinski will officially assume his new post Feb. 14 and will oversee all aspects of the company.

Chuck Turlinski brings considerable experience and talent to the company's executive ranks. He spent the last 10 years in senior management positions at Limited Brands divisions, including New York & Co. and Express, and the last three years as CEO of The Limited.

"Chuck's bench strength in the specialty store arena combined with his leadership skills will be instrumental as we move the company forward," said Isaac Dabah, chairman of Goody's Family Clothing and CEO of GMM Capital, which along with Prentice Capital Management purchased Goody's in January 2006.

"Goody's has a strong foundation and critical mass. It will be the new management team's challenge to build on this base," said Chuck Turlinski. "The brand's heritage in Main Street America, a strong real estate footprint throughout the South and several new initiatives on the horizon make for exciting times ahead. I'm proud that I will be a part of it."

In addition to a breadth of retail experience, Turlinski also served as chief executive of a venture firm, a multinational company based in Toronto, Canada, and led two IPOs.

Goody's targets value-conscious customers and provides a broad selection of merchandise featuring labels such as Adidas, Alfred Dunner, Carter's, Dockers, I.e.i., Lee, Levi's, Mudd, Nike, Reebok, Requirements, Sag Harbor, U.S. Polo Association and Zana-di. It is also the exclusive retailer of Duck Head.

To complement these brand names, Goody's has introduced its own clothing lines for men, women and children. The signature lines include Ivy Crew for men; Mountain Lake and Goodclothes for women; OCI for juniors, young men and children; and Baby Crew for infants and toddlers. With departments for each member of the family, Goody's provides a wide assortment of active, casual and career wear in a variety of colors and sizes for all body types. For more information on Goody's, please visit www.shopgoodys.com.

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About Goody's

With headquarters in Knoxville, Tenn., Goody's is a retailer of moderately priced family apparel operating 385 stores in the 21 states of Alabama, Arkansas, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Mississippi, Missouri, North Carolina, Ohio, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia. Goody's Holding Inc. is a privately held company owned by GMM Capital LLC and PGDYS LLC; Prentice Capital Management is the managing member of PGDYS.