

GOODY'S

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Ashley Judd Partners With Goody's to Debut Clothing Line

KNOXVILLE, Tenn. (June 13, 2007) – Goody's Family Clothing, a retailer of moderately priced apparel headquartered in Knoxville, Tenn., will launch a new fashion line by Ashley Judd this fall boasting of style and substance.

In the line, Goody's will introduce three new labels – AJ™, Love, Ashley™ and Ashley Judd™ – and all will be exclusive to Goody's. The labels will feature stylish options for women looking for fashions with attention to detail, including intricate stitching and trims, luxurious fabrics, fit and femininity. The everyday casual appeal includes an extensive denim line featuring Ashley Judd's signature stitching on the back pockets and floral details on the inside waistband.

The entire Ashley Judd label is comprised of classic and modern denim, organic and knit tees and sweaters. The line also encompasses career casual coordinates ranging from blazers, blouses and skirts to cardigan sets and trousers.

"I'm thrilled to be involved in a clothing line that provides simple, lovely solutions for women's wardrobes," said Ashley Judd. "I've always loved items that you can throw on easily and know that you'll feel and look good. This line does just that, while keeping with the best of current styles and trends."

Judd played an integral role in the planning and development of the line, including leading shopping trips with designers so they could understand her style, brainstorming ideas and editing the line. She was involved from concept to creation.

"I'm fortunate to have had a stylist to help with my wardrobe, ensuring pieces work with my figure and fit well," added Judd. "I want every woman to feel terrific in what she's wearing. My line is made of quality materials, manufactured in factories with the highest international human right standards and the clothes are both stylish and designed to fit the body comfortably."

In addition to her new line, Judd will play a vital role in Goody's charitable efforts, Goody's Good Deeds For Schools, which include programs that support teachers and schools across Goody's markets.

"We are excited about Ashley's new designs and the relationship we are establishing with her," said Mary Kwan, president and chief merchandising officer of Goody's Family Clothing. "Ashley can relate to our customers and their fashion needs through her Southern roots and simple elegant style. Her passion and admiration for women is remarkable and it's fantastic to have her as our partner."

Judd, an eighth generation Eastern Kentuckian who splits her time between Tennessee and Scotland with her husband and their eight pets, enjoys a quiet, rural personal life. She has won major acting awards and critical acclaim worldwide, demonstrating her range and box office draw in films such as "Bug," "Come Early Morning," "De Lovely," "Kiss the Girls" and "Double Jeopardy" to name a few.

Goody's targets value-conscious customers and provides a broad selection of merchandise featuring labels such as Adidas, Alfred Dunner, Arrow, Carter's, Dockers, G.H. Bass, i.e.i., Lee, Levi's, Nike, Reebok, Requirements, 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 private label clothing lines for men, women and children. The signature lines include: Ivy Crew for men; Mountain Lake 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.

About Goody's Family Clothing

With headquarters in Knoxville, Tenn., Goody's is a retailer of moderately priced family apparel operating more than 380 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 Holdings, Inc., is a privately held company owned by GMM Capital LLC and PGDYS LLC; Prentice Capital Management is the managing member of PGDYS. For more information on Goody's, visit shopgoodys.com.