

Charming Shoppes Launches Virtual Gift Cards for the B2B Market

BENSALEM, Pa., Aug 31, 2010-- Charming Shoppes, Inc. (Nasdaq: CHRS) a leading multi-brand apparel retailer specializing in women's plus-size apparel announced today that it has launched Virtual Gift Cards in the Business to Business (B2B) Market. This new digital capability enables companies to order bulk e-gift cards through a secure encrypted link. The e-gift card recipients click on a link which takes them to a landing page where an e-gift card can be printed out and taken to any Lane Bryant, Cacique, Lane Bryant Outlet, Fashion Bug or Catherines store or redeemed online at Charming Shoppes brand's websites including lanebryant.com, cacique.com, fashionbug.com and catherines.com.

"We're thrilled to be in the forefront of digital technology by offering our B2B partners this new e-certificate capability," said Jill Hutchison, Marketing Manager at Charming Shoppes. "This new functionality is safe and reliable. It eliminates plastic and shipping costs, ensures greater loss prevention over physical bulk cards and best of all provides instant gratification for our end customers."

With the assistance of GiftCard Partners, Charming Shoppes' representative in the B2B Gift Card industry, Charming Shoppes has partnered with RevTrax®, an expert in the digital delivery of bulk gift cards to offer this new functionality. The ordering process for these new virtual gift cards mirrors the current corporate gift card process for Charming Shoppes where partners can visit a secure ordering portal via a unique username and password that allows them to submit and confirm bulk gift card orders. Hutchison continued, "We are pleased that GiftCard Partners led us to this relationship with RevTrax and look forward to serving the industry with our new virtual gift card capability."

Charming Shoppes, Inc. operates over 2,100 retail stores in 48 states under the names LANE BRYANT®, CACIQUE®, LANE BRYANT OUTLET®, FASHION BUG®, and CATHERINES PLUS SIZES®. The company also operates the Figi's family of brands, including the holiday food and gifts catalog Figi's® Gifts in Good Taste®, the home and gifts catalog Figi's® Gallery and its wholesale unit Figi's Business Services. For more information about Charming Shoppes and its brands, please visit www.charmingshoppes.com, www.lanebryant.com, www.cacique.com, www.fashionbug.com, and www.catherines.com.

RevTrax® is a leading provider of technology solutions to the coupon and gift card markets, delivering dynamic tracking and security for digital incentives without requiring any consumer software downloads or partner integrations. The RevTrax® platform offers clients the ability to securely deliver, track and optimize promotions across all digital channels.

GiftCard Partners is a leading provider of B2B Gift Card Program Management Services for retailers and hospitality providers interested in selling their gift cards to the B2B markets. GiftCard Partners currently has 11 clients representing 20 gift cards brands including: CVS/pharmacy®, SUBWAY®, Brinker International Restaurants, Charming Shoppes, Inc., Express, 1-800-Flowers, AutoZone®, WaySpa.com, FragranceNet.com, Just Tunes™ and Golf America.