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FOR IMMEDIATE RELEASE

maurices Launches a Celebration of Teachers

maurices back to school campaign raises funds to support schools in need

Duluth, MN (August 20, 2018) This month maurices is getting a head start on the new school year with a celebration of teachers across the country. We are recognizing and rewarding the style and commitment these dedicated educators have to the children in our communities.

Ninety-six percent of teachers purchase basic school supplies for their students whose families are unable to afford them. Two-thirds of all school supplies are purchased by teachers out of their own pockets.

maurices has partnered with AdoptAClassroom.org to help ease the strain on their personal finances. Customers are invited to donate to a local school when they shop in store August 19 through September 9, 2018. maurices associates will deliver the money raised to the schools in mid-September.

In recognition of teachers' selfless dedication maurices will also launch a sweepstakes to give educators a chance to win a capsule wardrobe and supplies for their classroom. Five randomly selected winners will receive a \$500 maurices gift card and \$500 in AdoptAClassroom.org credit to purchase items for their classroom and their students. To enter, visit www.maurices.com/sweepstakes August 19 through September 9, 2018.

The celebration culminates with an in-store styling weekend for teachers September 7-9, 2018. All teachers are invited to visit their nearest maurices to discover fun trends that will transition from field trip to parent-teacher conferences. This project is an opportunity to celebrate dedicated teachers and the #sheros living maurices' brand values every day: service, style and community.

Please join maurices in supporting local teachers by donating to AdoptAClassroom.org when you shop at maurices August 19 through September 20.

ABOUT MAURICES

maurices, a subsidiary of Ascena Retail Group, Inc. (NASDAQ:ASNA), which includes maurices, Ann Taylor, LOFT, Lou & Grey, dressbarn, Justice, Lane Bryant, and Catherines, is located in over 980 locations across North America. As a hometown specialty retailer, maurices is deeply committed to bringing affordable, versatile, and flattering fashion in sizes 2-24 to real women, living real lives in small towns across North America. From workday to weekend, maurices inspires women to look and feel great – just as they are. For women who know it, it's a beloved destination they feel total affection for. And the feeling is mutual. For the rest of the world, maurices is the kind of place you discover, and fall in love with. Discover what you've been missing on maurices.com or at your nearest maurices boutique. #discovermaurices

ABOUT ADOPTACCLASSROOM.ORG

AdoptAClassroom.org empowers teachers by providing the classroom supplies and materials needed to help their students learn and succeed. The national, award-winning 501(c)(3), makes it easy for individual donors and corporate sponsors to donate funds to K-12 classrooms in public, private and charter schools throughout the U.S. On average, teachers spend \$740 of their own money each year to equip their classrooms - 20% of teachers spend more than \$1000 annually. Since 1998 AdoptAClassroom.org has raised more than \$36 million and benefited more than 4.4 million students. 2018 marks the organization's 20th year supporting teachers and classrooms. AdoptAClassroom.org holds a 4-star rating from Charity Navigator. For more information, or to adopt a classroom, please visit www.adoptaclassroom.org.