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100 Jones Apparel Group Volunteers Makeover the East New York Elementary School of Excellence (ENYESE)

BROOKLYN, NY – November 5, 2009 – Jones Apparel Group will gather over 100 volunteers from their New York City and White Plains offices to makeover the East New York Elementary School of Excellence (ENYESE). In 8 short hours through the non-profit, Jones New York In The Classroom program and in partnership with New York Cares, New York City’s largest volunteer organization, the school will be revitalized with new paint and furniture along with landscaping and playground renovations.

The makeover is an annual program that Jones New York In The Classroom sponsors and this year the school will also receive a fully furnished technology room with twenty-eight new Apple computers along with Smartboards for the student and faculty to use during and after school hours.

Other makeover projects include:

- A dance studio complete with ballet barres, mirrored walls and mats
- Revamping of the Teacher Lounge’s with new paint, furniture and appliances
- Renovating the PTA room with paint, furniture and decorative touches
- Creating homework/study areas
- Renovating the school’s teacher development and learning center
- Landscaping the school’s interior courtyards and building exteriors
- Painting murals and games throughout the school grounds

East New York Elementary School of Excellence recently opened its doors in September 2009 after another school in the area was phased out in June 2009. Currently the school houses grades K through 3 and will grow in the next few years to serve students through the 5th grade. “The physical school environment plays a key role in a student’s ability to learn and progress, particularly at the elementary school level,” said Kim Thomas, Jones Apparel Group, Senior Vice President of Human Resources. “Our mission is to support teachers, recognizing the sacrifices they make and the constant guidance they give our children.”

“Vibrant and inspiring learning environments go a long way toward student achievement in public schools,” said Gary Bagley, Executive Director of New York Cares. “Jones Apparel Group’s dedication to making over East New York Elementary School of Excellence will have a direct impact upon hundreds of children over the coming years. We’re proud to work with Jones Apparel Group and appreciate their continued support of New York Cares.”

Jones New York In The Classroom works to improve the quality of education in America and to inspire others to do the same. In addition to school makeovers in New York City and Philadelphia, the program also features *Back to School, Back to Style!* which awards 21 teachers with a personal makeover and professional photo shoot as part of a public service campaign to raise support for America's teachers.

To learn more about Jones New York In The Classroom programs visit www.jnyintheclassroom.org.

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About Jones New York In The Classroom

Jones New York In The Classroom is a 501(c)(3) non-profit organization dedicated to improving the quality of education in America and inspiring others, both individuals and corporations, to do the same through support of teachers and vital teacher-based programs. For more information on Jones New York In The Classroom and the non-profit organizations it has benefited, please visit www.jnyintheclassroom.org.

About Jones Apparel Group, Inc.

Jones Apparel Group, Inc. (www.jonesapparel.com) is a leading designer, marketer and wholesaler of branded apparel, footwear and accessories. The Company also markets directly to consumers through its chain of specialty retail and value-based stores. The Company's nationally recognized brands include Jones New York, Nine West, Anne Klein, Gloria Vanderbilt, Kasper, Bandolino, Easy Spirit, Evan-Picone, i.e., Energie, Enzo Angiolini, Joan & David, Mootsies Tootsies, Sam & Libby, Napier, Judith Jack, Albert Nipon and Le Suit. The Company also markets costume jewelry under the Givenchy brand licensed from Givenchy Corporation, footwear under the Dockers Women brand licensed from Levi Strauss & Co., and apparel under the Rachel Roy brand licensed from Rachel Roy IP Company, LLC. Each brand is differentiated by its own distinctive styling, pricing strategy, distribution channel and target consumer. The Company contracts for the manufacture of its products through a worldwide network of quality manufacturers. The Company has capitalized on its nationally known brand names by entering into various licenses for several of its trademarks, including Jones New York, Anne Klein New York, Nine West, Gloria Vanderbilt, i.e. and Evan-Picone, with select manufacturers of women's and men's products which the Company does not manufacture. For more than 30 years, the Company has built a reputation for excellence in product quality and value, and in operational execution.