



francesca's® Announces Appointment of Ivy R. Spargo as Senior Vice President and Chief Merchandising Officer

November 13, 2017

HOUSTON, Nov. 13, 2017 (GLOBE NEWSWIRE) -- Francesca's Holdings Corporation (NASDAQ:FRAN) today announced the appointment of Ivy R. Spargo as Senior Vice President and Chief Merchandising Officer. Ms. Spargo will assume her role leading the Company's merchandising team on November 27, 2017.

Steve Lawrence, President and CEO, stated, "We are excited to announce Ivy's appointment and are thrilled to have her on the francesca's team. Ivy is a strong leader and a strategic thinker who has a deep specialty retail background and brings with her more than 20 years of retail experience. We believe that Ivy's insights and expertise will enable her to quickly embrace our target customer as she guides the team in consistently delivering a broad and shallow assortment of unique fashion at great value to the francesca's customer. We look forward to her contributions as she leads the team in building a compelling product assortment to surprise and delight our guest on each and every visit."

Ms. Spargo was most recently Senior Vice President, General Merchandise Manager of Sephora inside JCPenney and Women's Specialty Apparel for JCPenney, Inc, where she was responsible for developing and leading the strategic plan and direction for these businesses. Prior to joining JCPenney in 2013, she served as Vice President and General Merchandise Manager for women's apparel and accessories at Lands' End Inc. Before that, she held various merchandising roles at Nike Inc., including managing the direct retail business and women's sportswear. She was previously a merchandiser for The Limited Inc. and started her career in the merchandising organization at The Gap Inc. Ms. Spargo holds a bachelor degree from the Fashion Institute of Technology.

Forward-Looking Statements

Certain statements in this release are "forward-looking statements" made pursuant to the safe-harbor provisions of the Private Securities Litigation Reform Act of 1995, as amended. Such forward-looking statements reflect our current expectations or beliefs concerning future events and are subject to various risks and uncertainties that may cause actual results to differ materially from those that we expected. These risks and uncertainties include, but are not limited to, the following: the risk that we cannot anticipate, identify and respond quickly to changing fashion trends and customer preferences or changes in consumer environment, including changing expectations of service and experience in boutiques and online, and evolve our business model; our ability to attract a sufficient number of customers to our boutiques or sell sufficient quantities of our merchandise through our ecommerce business; our ability to successfully open and operate new boutiques each year; our ability to efficiently source and distribute additional merchandise quantities necessary to support our growth; and our ability to successfully integrate our next Chief Merchant. For additional information regarding these and other risks and uncertainties that could cause actual results to differ materially from those contained in our forward-looking statements, please refer to "Risk Factors" in our Annual Report on Form 10-K for the year ended January 28, 2017 filed with the Securities and Exchange Commission on March 22, 2017 and any risk factors contained in subsequent quarterly and annual reports we file with the SEC. We undertake no obligation to publicly update or revise any forward-looking statement.

About Francesca's Holdings Corporation

francesca's® is a growing specialty retailer which operates a nationwide-chain of boutiques providing customers a unique, fun and personalized shopping experience. The merchandise assortment is a diverse and balanced mix of apparel, jewelry, accessories and gifts. Today, francesca's® operates approximately 692 boutiques in 47 states and the District of Columbia and also serves its customers through francescas.com. For additional information on francesca's®, please visit www.francescas.com.

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