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Prolific Maternity Chain Gives Birth to 1000th Store

PHILADELPHIA, Aug 26, 2003 /PRNewswire-FirstCall via COMTEX/ -- Mothers Work, Inc., owner of the Motherhood Maternity(R), Mimi Maternity(R), and A Pea in the Pod (R) store chains will open its 1000th store, a Motherhood, in Deptford, New Jersey on Tuesday, August 26th with a ribbon cutting ceremony at the store at 10:00 a.m.



10:56 am ET Oct 8, 2003

[DJIA](#) 9624.46 -
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[10Yr](#) 4.247% +

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Rebecca Matthias, President, and Founder of Mothers Work, Inc., now the largest maternity company in the world stated, "Twenty years ago, young and pregnant, I started a little mail order company out of my front closet to dress pregnant working women. Who would have thought that it would grow to be three chains of stores, with 1,000 locations? What a country!"

With stores in all 50 states, Canada, and Puerto Rico, Mothers Work will pass the half-billion dollar level of revenue this year. They also operate the on-line Maternity Mall (www.maternitymall.com) with editorial content geared towards new moms, and on-line shopping for all three brands. The company is traded on ([MWRK](#)) ..

Mothers Work, Inc.
The World's Leading Retailer and Designer
of Maternity Fashions

.... FACT SHEET

-- Started in 1982 by Rebecca Matthias with a \$10,000 investment; it is now a \$500 Million public company (Nasdaq: MWRK). Brands include Motherhood Maternity(R), Mimi Maternity(R) and A Pea in the Pod(R).

-- In 1992, Fortune cited Matthias as America's Smartest Young Retail Entrepreneur.

-- In 2000, Fortune featured Mothers Work as one of four companies credited as "masters of supply-chain efficiency."

-- January, 2003, Bloomberg Finance recognized Mothers Work as the best performing stock in the nation with a 425 percent meteoric stock return in one year.

-- The U.S. Small Business Administration will recognize President Rebecca Matthias on September 18th, 2003 for her remarkable entrepreneurial achievements in a well publicized 50th Anniversary celebration.

-- Brands include:

A Pea in the Pod is worn by such discerning celebrities as Angie Harmon, Cindy Crawford, Catherine Oxenberg, Claudia Schiffer, Sarah Jessica Parker and many more. A Pea in the Pod is the nation's luxury maternity designer with 45 exclusive locations including flagship boutiques on Madison Avenue, Beverly Hills and Oak Street, Chicago. In addition to our own designer label, the discerning client will find important designers including Anna Sui, Diane Von Furstenberg, Lilly Pulitzer, 3 Dots, Earl Jeans, 7 for all Mankind jeans and many others. Visit www.apeainthepod.com 1.877 apeapod

Mimi Maternity is the nation's leading fun and contemporary maternity retailer offering everything the modern expectant woman needs. Mimi's affordable fashions can be found at over 125 locations nationwide. Visit www.mimimaternity.com 1-877 mimimom

Motherhood Maternity, the nation's leading maternity retailer, has built its name on offering women amazing prices, hundreds of stylish fashions, great fit and superb service - all in one place and under one roof! Motherhood Maternity - with over 750 locations in malls across America, Canada and Puerto Rico - is recognized as being the most popular maternity store for every expectant woman's needs. Visit www.motherhood.com 1.800.4MOM2BE

Mothers Work press releases available through Company News On-Call at <http://www.prnewswire.com/comp/581877.html>

SOURCE Mothers Work, Inc.

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