

Charming Shoppes, Inc. Annual Shareholders Meeting



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG.

CATHERINES[®]

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

June 21, 2007

CHARMING SHOPPES, INC.

it's all
about
her



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

Forward-Looking Statements

This presentation contains certain forward-looking statements concerning the Company's operations, performance, and financial condition. Such forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from those indicated. Such risks and uncertainties may include, but are not limited to: the failure to implement the Company's business plan for increased profitability and growth in the Company's retail stores and direct-to-consumer segments, the failure to successfully implement the Company's expansion of Cacique through new store formats, the failure to successfully implement the Company's integration of operations of, and the business plan for, Crosstown Traders, Inc., adverse changes in costs vital to catalog operations, such as postage, paper and acquisition of prospects, declining response rates to catalog offerings, failure to maintain efficient and uninterrupted order-taking and fulfillment in our direct-to-consumer business, changes in or miscalculation of fashion trends, extreme or unseasonable weather conditions, economic downturns, escalation of energy costs, a weakness in overall consumer demand, failure to find suitable store locations, the ability to hire and train associates, trade and security restrictions and political or financial instability in countries where goods are manufactured, the interruption of merchandise flow from its centralized distribution facilities, competitive pressures, and the adverse effects of natural disasters, war, acts of terrorism or threats of either, or other armed conflict, on the United States and international economies. These, and other risks and uncertainties, are detailed in the Company's filings with the Securities and Exchange Commission, including the Company's Annual Report on Form 10-K for the fiscal year ended February 3, 2007 and other Company filings with the Securities and Exchange Commission. Charming Shoppes assumes no duty to update or revise its forward-looking statements even if experience or future changes make it clear that any projected results expressed or implied therein will not be realized.



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

CHARMING SHOPPES, INC.

A Multi-Brand, Multi-
Channel Retailer
Focused On Special
Sizes With \$3 Billion+
In Annual Sales



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES™

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

Our Differentiated Retail Store Brands



LANE BRYANT

LANE BRYANT
outlet



FASHION BUG.



CATHERINES®
PLUS SIZES



PETITE
SOPHISTICATE



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG.

CATHERINES®

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

Selected Catalog Titles



Our Leading Position In Our Market

- Charming Shoppes Holds The #1 Market Position In Women's Specialty Plus Apparel, With Over 40% Share*
- Charming Shoppes Holds The #2 Market Position In All Women's Plus Apparel, With Over 10% Share*
- Lane Bryant® Is The Leading Brand In Women's Plus Apparel
- Lane Bryant Is Our Most Profitable Brand, And Is Our Primary Brand Growth Vehicle



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES™

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

*Derived From NPD Group Data

CHARMING SHOPPES, INC.

A Multi-Brand, Multi-Channel Retailer

	Retail Stores	E-Commerce	Catalog	Outlet
LANE BRYANT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
FASHION BUG.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
CATHERINES [®] PLUS SIZES	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
PETITE SOPHISTICATE				<input checked="" type="checkbox"/>
<i>Crosstown Traders, Inc.</i>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



CHARMING SHOPPES, INC.

LANE BRYANT

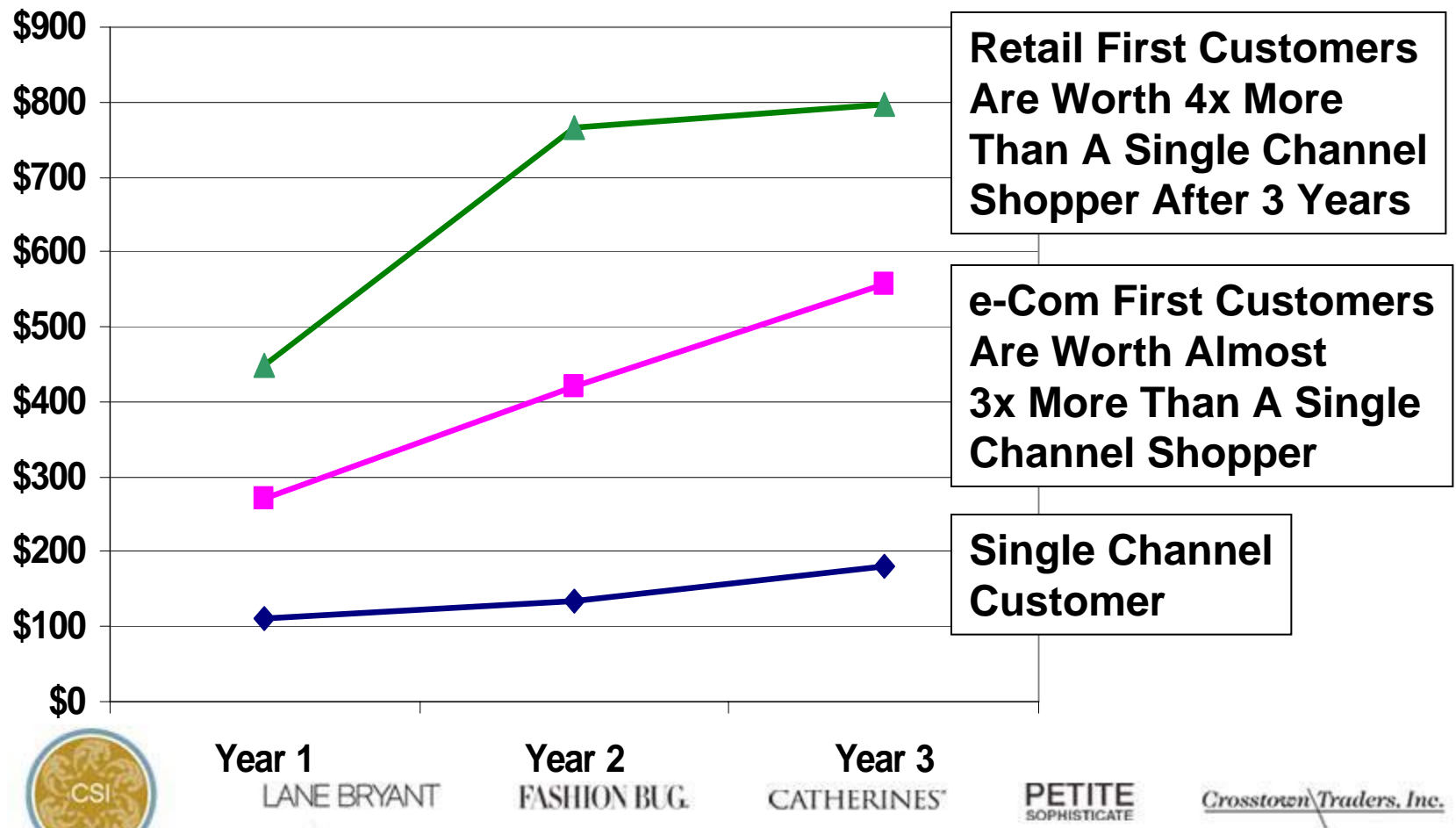
FASHION BUG.

CATHERINES[®]

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

Multi-channel Customers Have A Higher Annual Spend Than Single-channel Customers



*Source: Forrester Research (WSJ 09/03/04) and Charming Shoppes Research

CHARMING SHOPPES, INC.

2006 Review



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

CHARMING SHOPPES, INC.

Earnings And Sales Growth Continued During 2006



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES™

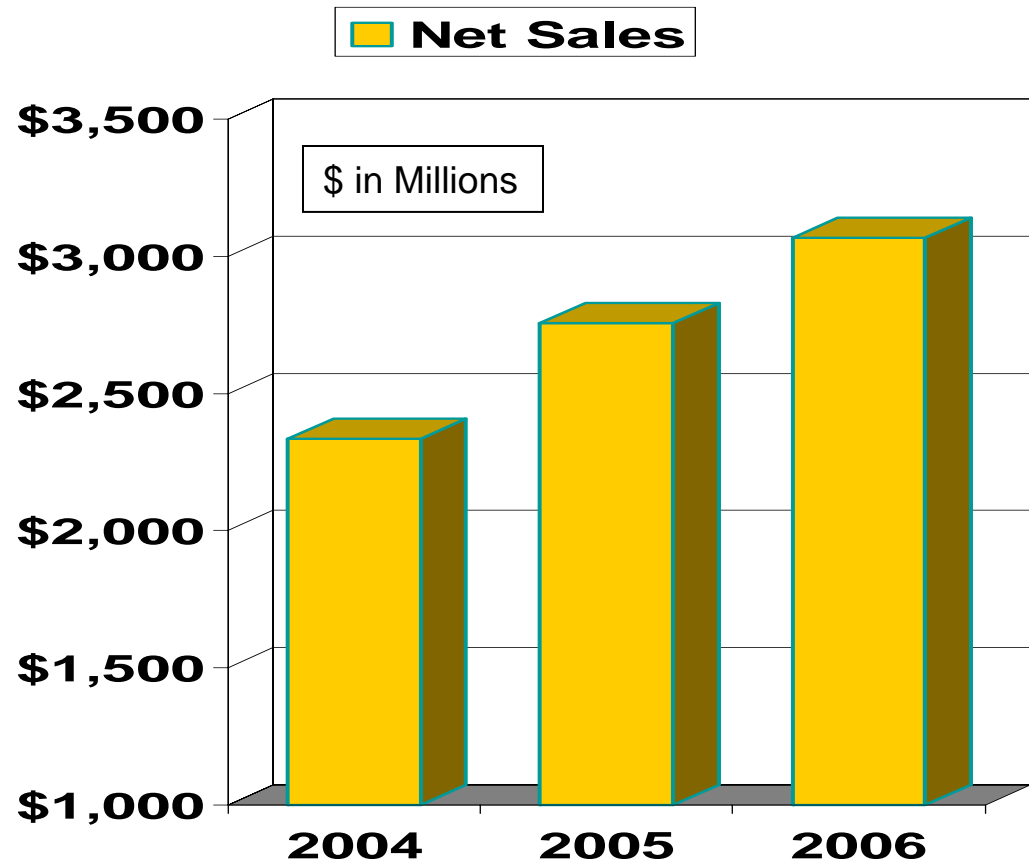
PETITE
SOPHISTICATE

Crosstown Traders, Inc.

Sales Growth To \$3.1 Billion

(Fiscal Year Ended February 3, 2007)

11% Increase
In Net Sales,
From \$2.8
Billion To
\$3.1 Billion



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES

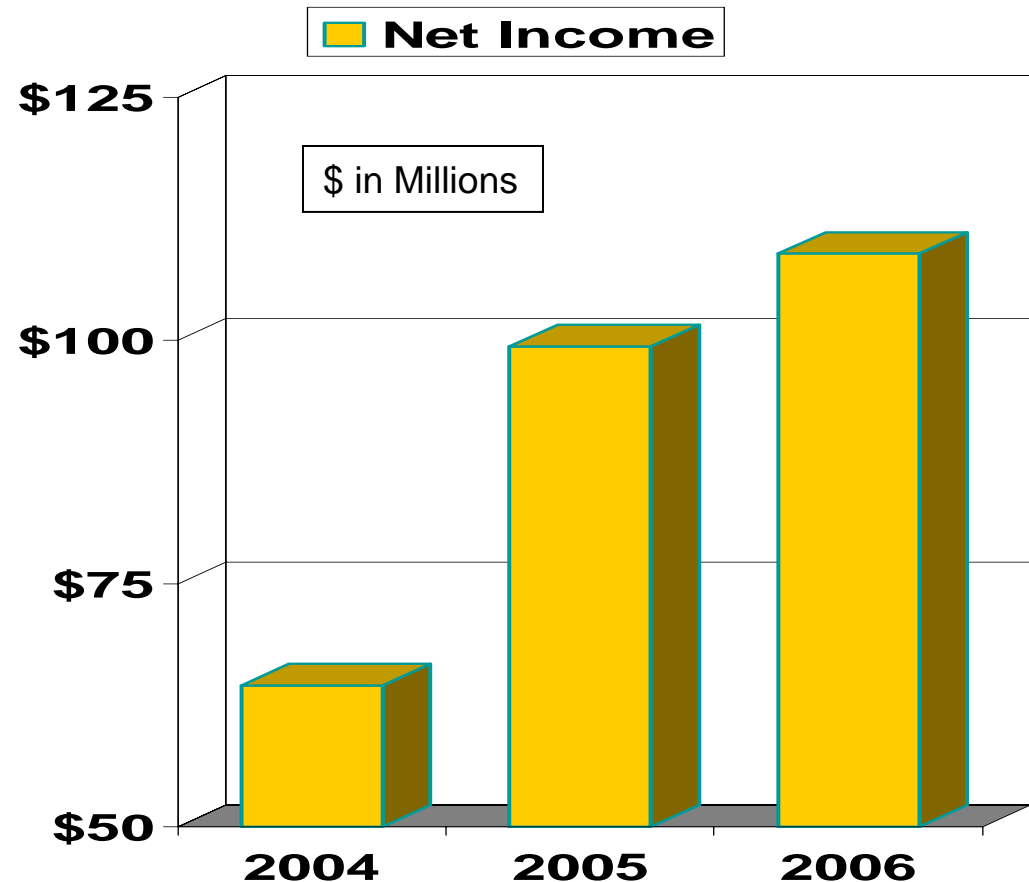
PETITE
SOPHISTICATE

Crosstown Traders, Inc.

Net Income Increase To \$109 Million

(Fiscal Year Ended February 3, 2007)

10% Increase
In Net Income,
From \$99
Million To
\$109 Million



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES

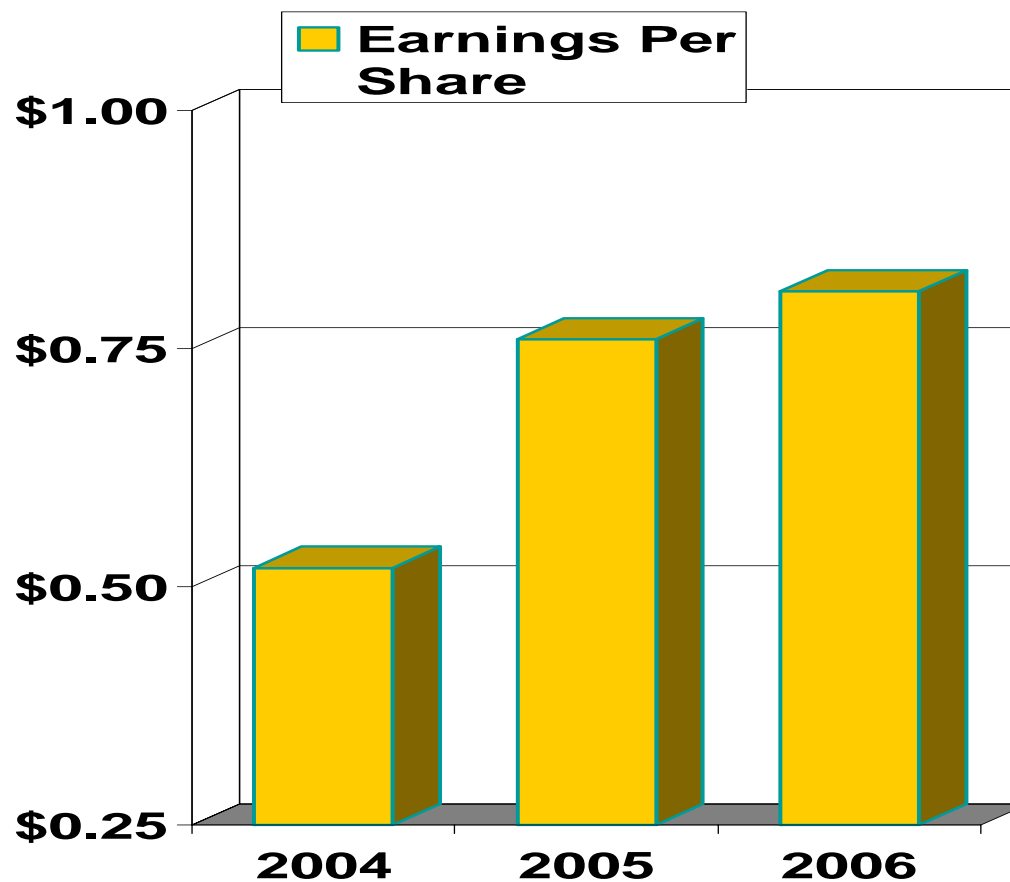
PETITE
SOPHISTICATE

Crosstown Traders, Inc.

Earnings Per Share Of \$0.81

(Fiscal Year Ended February 3, 2007)

EPS Growth
From \$0.76
To \$0.81
Per Share



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

Our Lane Bryant Store Growth Strategy Continues

- During 2006, We Grew Lane Bryant To 777 Stores
- Our Goal: 1,000 Stores*
- Our Bricks And Mortar Growth Is Focused On Strip And Lifestyle Centers And Lane Bryant Intimate Apparel Side By Side Stores
- Contributes To Both Top Line And Operating Margin Expansion



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES™

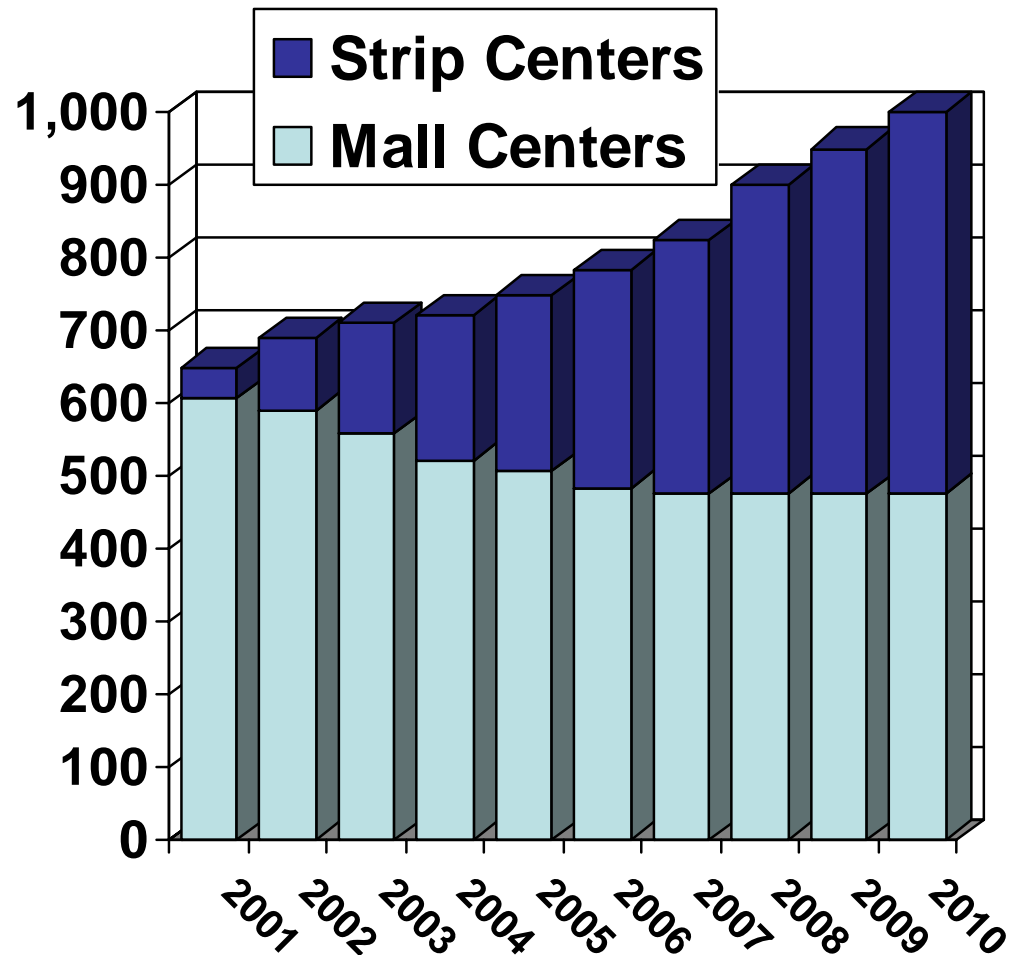
PETITE
SOPHISTICATE

Crosstown Traders, Inc.

*Management Estimate

Lane Bryant Store Growth

- Migrating Our Store Locations To Strip And Lifestyle Centers
- Ultimately, 50%* Of Lane Bryant Stores Will Be Located In Strip And Lifestyle Centers
- Contributes To Operating Margin Expansion



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

*Management Estimate

CACIQUE
(KA-SITE)



LANE BRYANT



Lane Bryant Intimate Apparel Store

- Our New Lane Bryant Store Concept Is The Cacique[®] Intimate Apparel Store
- We Now Operate 80 Side By Side Stores
 - > 2,000 Square Feet Dedicated To Intimates, With Its Own Front Entrance
 - > Growth To More Than 300 Stores*
 - > Contributes To Both Top Line And Operating Margin Expansion



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES[™]

PETITE
SOPHISTICATE

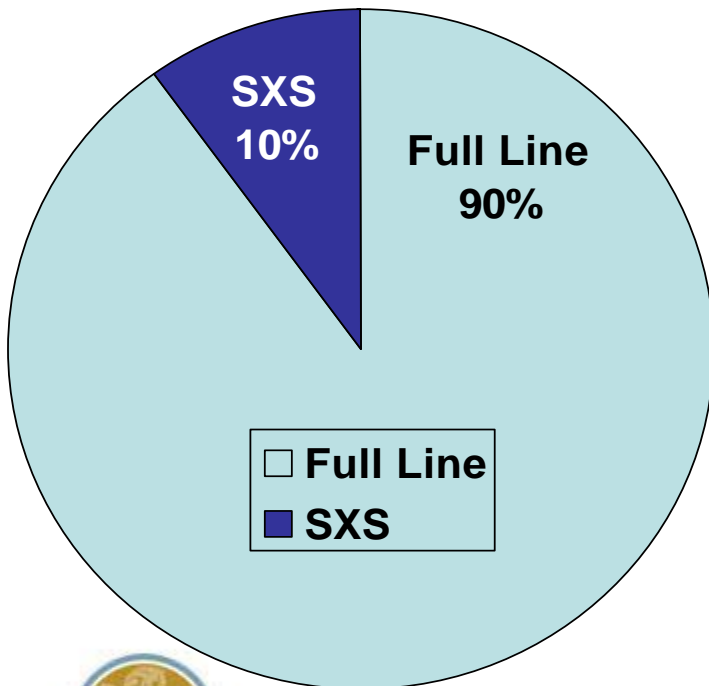
Crosstown Traders, Inc.

*Management Estimate

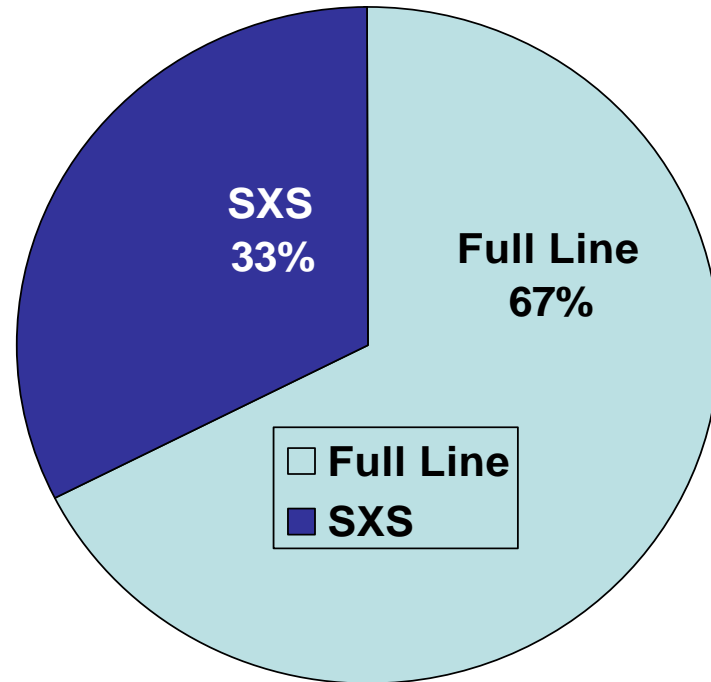


We Are Increasing The Number Of Intimate Apparel Stores To At Least 300 Stores, Primarily In Strip Centers

Current



With 1,000* Lane Bryant Store Goal Accomplished



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

*Management Estimate

Lane Bryant Outlet™ – A Huge Win

- An Unprecedented Execution
 - > 76 Lane Bryant Outlet Stores Opened in 3 Weeks
 - > Exceeding Our Sales And Profitability Expectations
 - > Contributes To Both Top Line And Operating Margin Expansion



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES™

PETITE
SOPHISTICATE

Crosstown Traders, Inc.



Petite Sophisticate *Is Back!*

- We Acquired The Petite Sophisticate® Trademark In Early 2006
- We Opened 45 Petite Sophisticate Outlet™ Stores *IN ONE DAY*
- Tremendous Opportunity For Us To Leverage Our Expertise In Special Sizes
 - > The Women's Petites Apparel Market Represents Approximately \$10 Billion* In Annual Sales
- Leveraging Our Operational Infrastructure To Manage Both Lane Bryant Outlet And Petite Sophisticate Outlet
- Contributes To Both Top Line And Operating Margin Expansion



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES™

PETITE
SOPHISTICATE

CrosstownTraders, Inc.

*Derived From NPD Group Data

Charming Outlets - Today And Tomorrow

- Our Outlets Are The Only “Pure Play” Women’s Plus Specialist And Women’s Petite Specialist In The Outlet Channel
 - > 90 Lane Bryant Outlet Stores Are Now In Operation, Growing to 150 Stores*
 - > 46 Petite Sophisticate Outlet Stores Are Now In Operation, Growing to Over 100 Stores*



CHARMING SHOPPES, INC.

LANE BRYANT

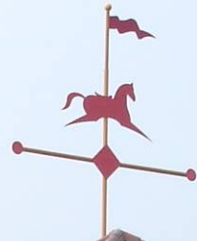
FASHION BUG

CATHERINES™

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

*Management Estimate



**PETITE SOPHISTICATED
OUTLET**

LANE BRYANT
outlet

now hiring
leadership
& sales
positions

NO
PARKING
HERE

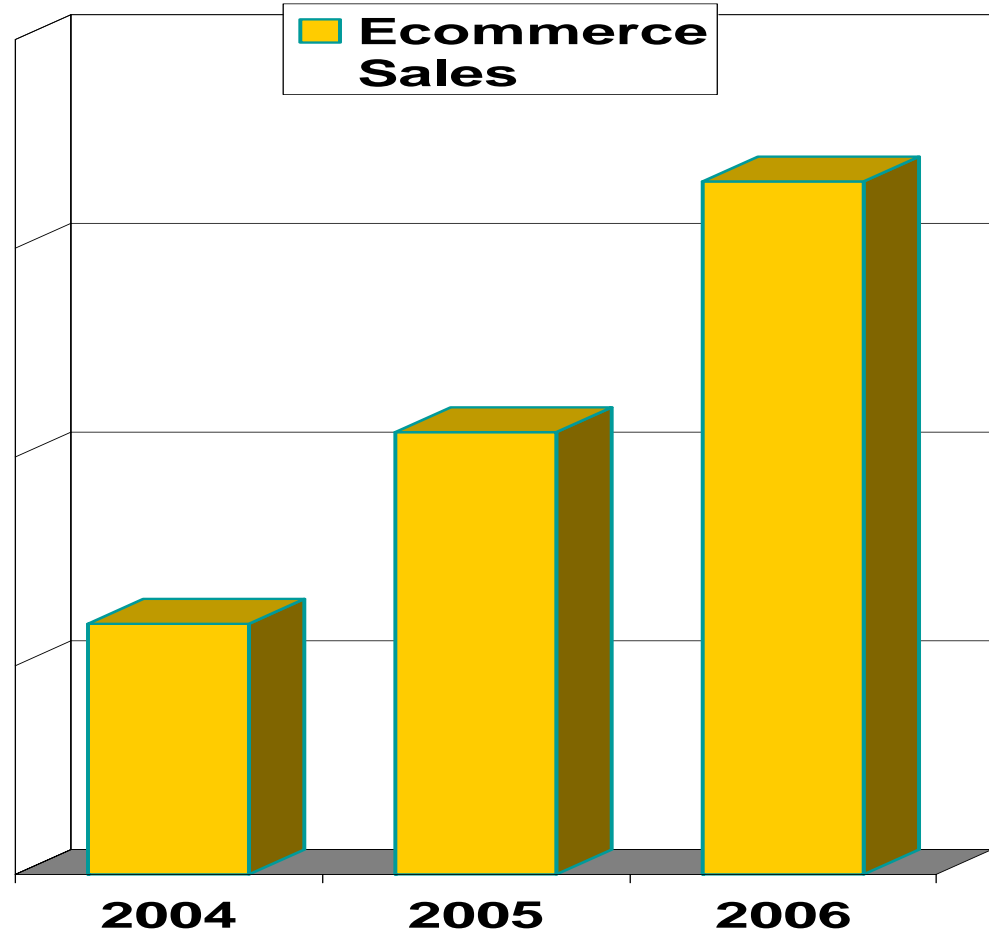


Our Rapid Growth In Ecommerce Sales Continues

(Fiscal Year Ended February 3, 2007)

Ecommerce Sales Have Compounded At An 83% Annual Growth Rate Since 2003

Contributes To Both Top Line And Operating Margin Expansion



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

Operational Achievements

- Our Supply Chain Management Group Was Honored By Kurt Salomon Associates, Which Named Charming Shoppes #1 In Logistics Performance In A Peer Benchmarking Study Of Distribution Operations
- Credit Ranking
 - > The Nation's 7th Largest In-house Proprietary Credit Program
- Continued Growth In Sourcing Volumes Across Each Of Our Businesses
 - > Contributes To Our Operating Margin Expansion



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

We Were Added To Two Important Indices During the Year

- With Our Growing Track Record Of Improving Financial Performance, We Met The Appropriate Financial And Liquidity Criteria To Be Added To The NASDAQ Global Select MarketSM
- We Were Added To The S&P MidCap 400 Index During The Year



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES

PETITE
SOPHISTICATE

Crosstown Traders, Inc.



INSTITUTIONAL SHAREHOLDER SERVICES

Our CGQ[®] Rating

- Charming Shoppes Inc.'s Corporate Governance Quotient (CGQ[®]), As Of June 5, 2007, Is Better Than 97.1% Of Russell 3000 Companies And 93.8% Of Retailing Companies



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

figure

figure – 6 Issues A Year,
And A Book!

500,000 In Annual Circulation

50,000 Subscriptions

figure Initiatives Enhance Our
Branding Power



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES

PETITE
SOPHISTICATE

Crosstown Traders, Inc.



In 2006, We Celebrated Our 11th Year, And We Crossed The 70,000 Coat Milestone In Our Keeping Kids Warm[®] Program



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES[®]

PETITE
SOPHISTICATE

Crosstown Traders, Inc.



Voices: Celebrated Again On
The Montel Williams Show



Police Athletic League of Philadelphia

Cops Helping Kids Since 1947



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

St. Therese's School



The New Roof
Is On!

CHARMING SHOPPES, INC.

2007 And Beyond

Our Growth Plans
Continue...



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES™

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

Lane Bryant Catalog Today



The Lane Bryant Catalog Today Produces Annual Revenues Of More Than \$300 Million* And Is America's Largest Plus Apparel Catalog

Lane Bryant Catalog Owned And Operated by Redcats USA



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

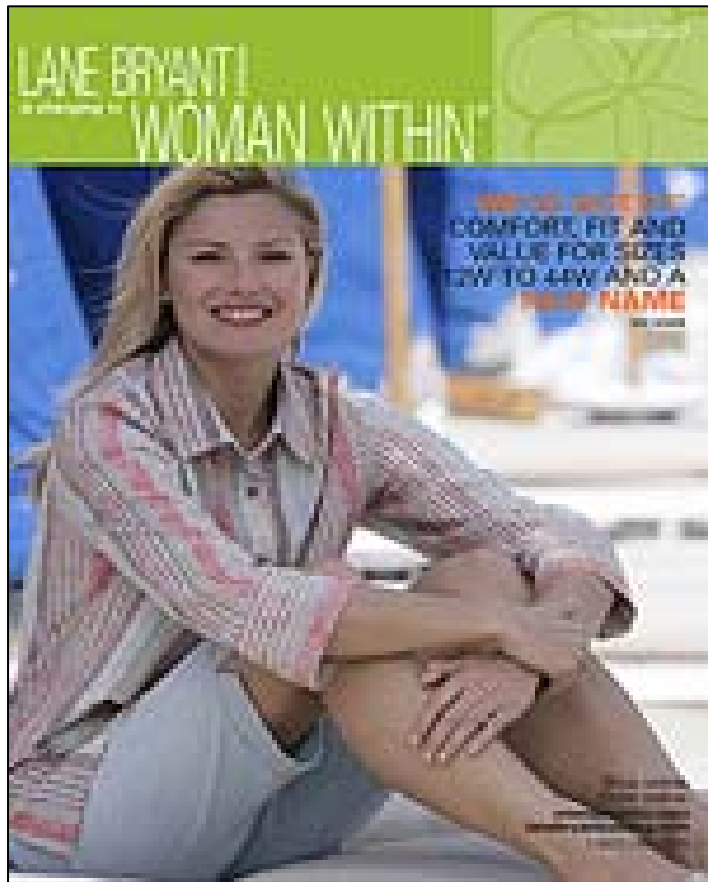
CATHERINES

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

*Management Estimate

Lane Bryant Catalog Today



The Reversion
Of The
Trademark For
The Lane Bryant
Catalog Occurs
In October 2007

Lane Bryant Catalog Owned And Operated by Redcats USA



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

Our Lane Bryant Catalog

- We Plan To Launch Our Lane Bryant Catalog In November 2007
- Will Further Leverage The Operations And Infrastructure Of Crosstown Traders
- Expected To Contribute To Both Top Line And Operating Margin Expansion



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES™

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

FASHION BUG®

Introducing EXCLUSIVE brands for Fall 2007



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES™

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

GITANO[®]

- Represents A Lifestyle With Universal Appeal For Up-to-date Women
- Target Ranges Are Broad In Age (24-55) And Income Levels
- Gitano Is About Fresh, Fun, Style
- Chain Wide



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES[™]

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

GITANO®



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES™

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

Exciting Brands In Fashion Bug Stores Today



- Provides Broad Appeal As A Nationally Recognized Brand While Also Being Proprietary
- Adds Credibility To The Intimates Area While Supporting New Customer Growth
- Will Be Expanded Into Other Categories: Sleepwear, Hosiery
- In 800 Stores



- Customer Has Active Lifestyle And Seeks A Sporty Look
- Full Chain, 36 "Skechers Shops"



- Targets Younger/ Trendier Customers While The Basic Styles Target The Classic Customer/Service Professionals



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

LANE BRYANT



RIGHT
FIT 
BY LANE BRYANT™



CHARMING SHOPPES, INC.

LANE BRYANT

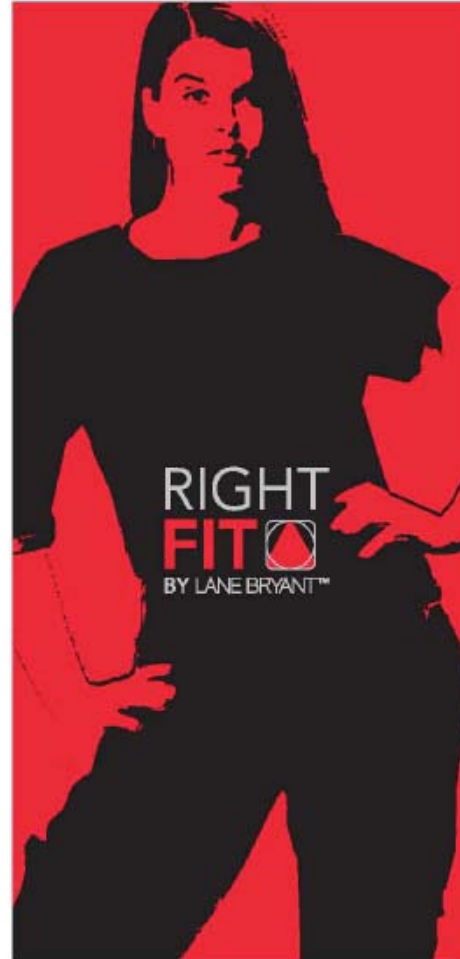
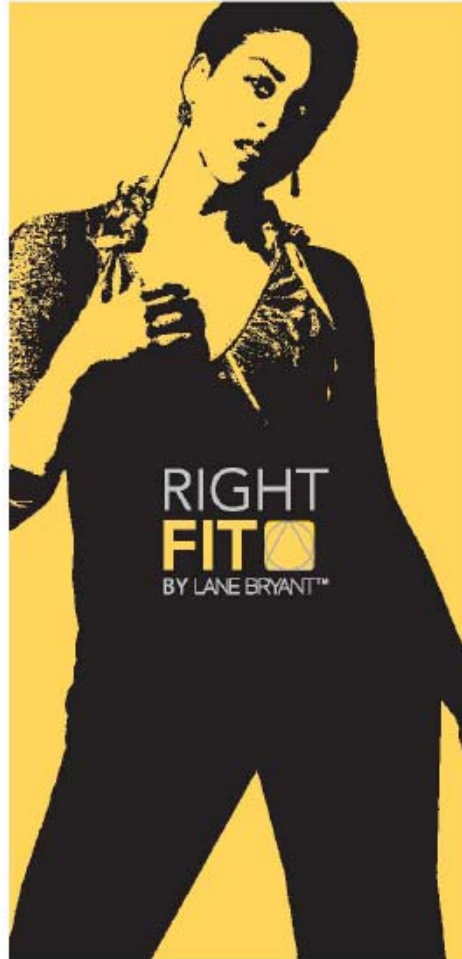
FASHION BUG

CATHERINES™

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

Our Efforts Have Led Us To Define Three Basic Fits



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

AT LAST!

RIGHT FIT



BY LANE BRYANT™

3 DREAM PANT FITS CUSTOM
MADE FOR YOUR BODY



RIGHT YELLOW

Are you straight from your waist through your hips?



RIGHT RED

Are you slightly curved from your waist to your hips?



RIGHT BLUE

Are you fullest at your hips?

WHAT IS YOUR RIGHT FIT?



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

Leveraging Our Expertise In Special Sizes

PETITE[®]

SOPHISTICATE



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES[™]

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

PETITE SOPHISTICATE



P.S. STORE FRONT

Petite Sophisticate II
CHARMING SHOPPES, INC.



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

Our PetiteSophisticate.com Marketing Site

The screenshot shows the website's header with the logo "PETITE SOPHISTICATE FITS THE REAL YOU™" and navigation links: "privacy", "contact us", "faqs", "credit", "the fit", "registration/account", and "store locator". The main content area features a woman in a light blue top and white skirt sitting on wooden steps. To her right, a red box contains the text: "Is today the day to do nothing at all? finally... casualwear that fits the real you™" and "sizes 0p-14p". Below this, there are two sections: "Outlet Stores" with "EVERYDAY LOW PRICES" and "Find an outlet near you." (accompanied by a store photo), and a sign-up section: "Want to receive Petite Sophisticate discounts and e-mail updates? Sign up now!"

This Fall, She Can Purchase And Apply For Credit Online



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES™

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

CHARMING SHOPPES, INC.

Our Growth Plans Summary



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

CATHERINES™

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

A Multi-Brand, Multi-Channel Retailer

Our Goal Is To Grow To
\$4 Billion In Annual Sales Over The
Next Several Years



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG

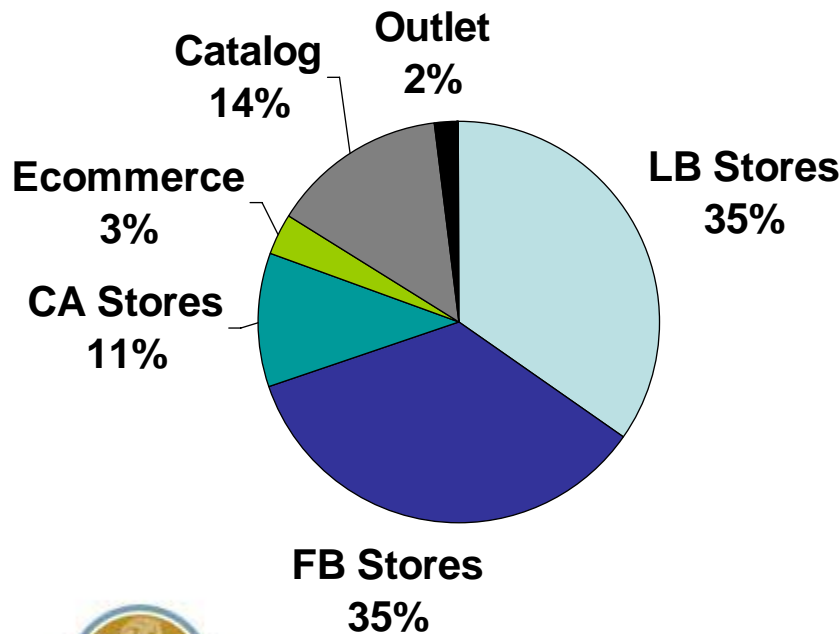
CATHERINES™

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

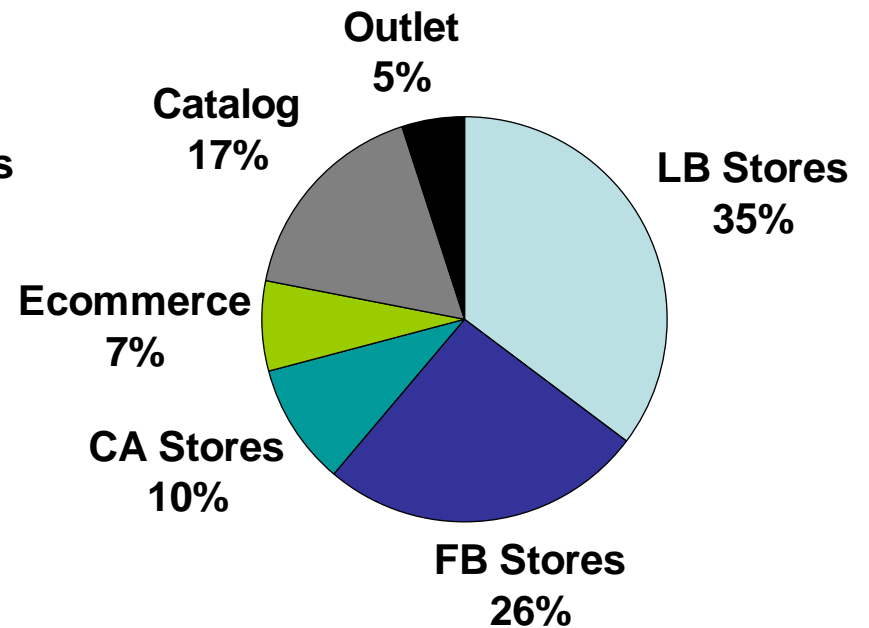
Shifting The Mix To Higher Operating Margin Businesses

\$3.1 Billion



\$4 Billion*

Lane Bryant Brand Contributing More Than 45% Of Total Revenues



CHARMING*Management Estimate

LANE BRYANT

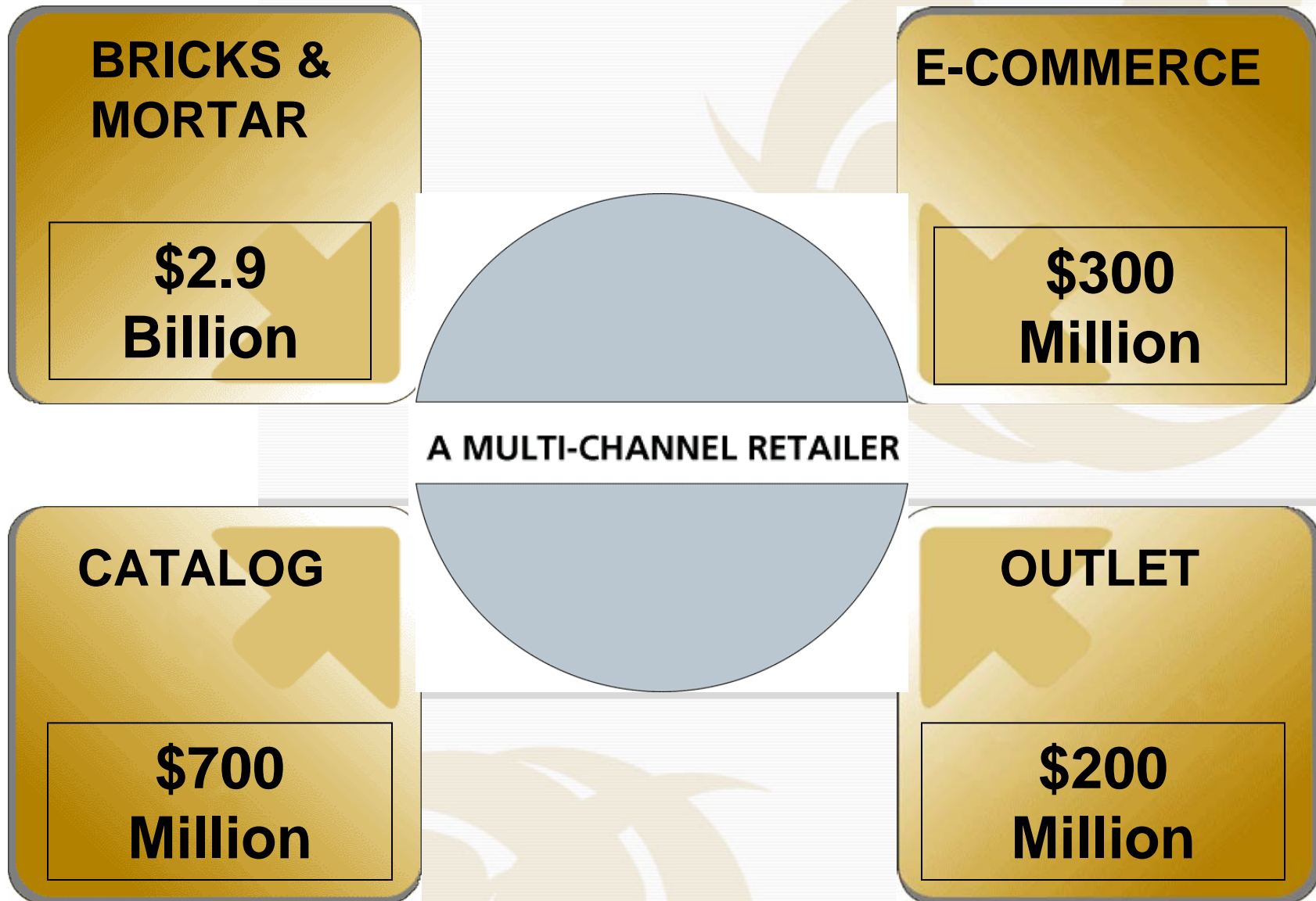
FASHION BUG

CATHERINES

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

Our Financial Plans* Include:



*Management Estimate

CHARMING SHOPPES, INC.

A Multi-Brand, Multi-Channel Retailer

	Retail Stores	E-Commerce	Catalog	Outlet
LANE BRYANT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
FASHION BUG.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
CATHERINES [®] PLUS SIZES	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
PETITE SOPHISTICATE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
<i>Crosstown Traders, Inc.</i>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG.

CATHERINES[®]

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

Charming Shoppes, Inc. Annual Shareholders Meeting



CHARMING SHOPPES, INC.

LANE BRYANT

FASHION BUG.

CATHERINES[®]

PETITE
SOPHISTICATE

Crosstown Traders, Inc.

June 21, 2007