

StoreInteSM Ascena Retail Group (ASNA) - Financial Summary: Q4 & FY 2011 ended Jul 30, 2011
4th Quarter Highlights:

- Consolidated sales increased 2.1% to \$725.8 million; excluding the extra week in 2010 sales rose 10.8%, and consolidated comparable store sales rose 7% on top of a 7% gain in 2010
 - dressbarn sales decreased 0.7% to \$280.3 million and same-store sales rose 4% on top of a 5% gain in 2010
 - maurices sales were flat at \$183.0 million and same-store sales rose 3% on top of an 8% gain in 2010
 - Justice sales increased 6.9% to \$262.5 million and same-store sales rose 14% on top of a 10% gain in 2010
- Adjusted SG&A expenses as a percentage of sales were 28.9% vs 29.4%, with the decrease primarily due to better leveraging of fixed operating expenses on the higher sales base
- Adjusted operating income increased 15.5% to \$62.6 million, and adjusted operating margin rose 35 bps to 8.6%
- Net income declined 33% to \$28.2 million (\$0.35 Diluted EPS)
- Adjusted net income (excluding extra week in 2010 and extraordinary items) rose 13% to \$38.5 million (\$.48 Diluted EPS)

Fiscal Year 2011 Highlights:

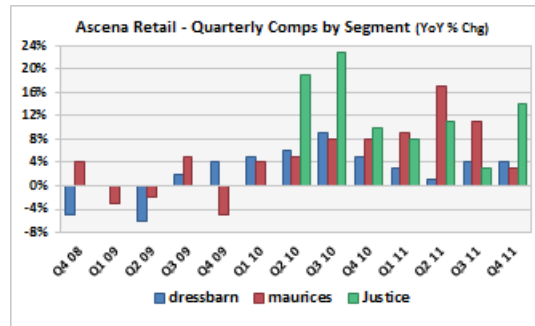
- Consolidated sales increased 22.7% to \$2.914 billion; excluding the extra week in 2010 sales rose 25.7%, and consolidated comparable store sales rose 6% on top of a 9% gain in 2010
 - dressbarn sales increased 0.6% to \$987.5 million and same-store sales rose 2% on top of a 6% gain in 2010
 - maurices sales increased 14.1% to \$776.5 million and same-store sales rose 10% on top of an 8% gain in 2010
 - Justice sales increased 61.5% to \$1.15 billion and same-store sales rose 8% on top of a 18% gain in 2010; the outsized growth reflects the fact that Justice was only part of Ascena for roughly 8 months of FY 2010
- E-Commerce sales increased 150% to approximately \$100 million, reflecting the full-year effect of Justice sales, dressbarn's e-commerce operation being launched in the 1st quarter and contributing \$10.2 million in sales, and the full-year effect and strong online sales gains from Justice
- Gross margin increased 103 bps to 42.3% of sales, which principally reflected higher merchandise margins resulting from sales of merchandise with selected price increases, and the leveraging of buying & occupancy costs due to higher comps
- Adjusted SG&A expenses as a percentage of sales were flat at 28.6% vs 2010, with the decrease primarily due to better, as the company did not gain leverage from the sales increase as a result of the costs associated with several key initiatives
- Adjusted operating income increased 39.6% to \$311.0 million, and adjusted operating margin rose 107 bps to 10.7%
- Net income declined 27.8% to \$170.5 million and diluted EPS rose 22.0% to \$2.11
- Adjusted net income rose 38.6% to \$188.7 million and adjusted EPS increased 31.6% to \$2.33
- Ascena ended the year with 2,516 total stores, a net increase of 39 stores: 833 dressbarn (-3), 784 maurices (+27) and 902 Justice (+15)

David R. Jaffe, President and Chief Executive Officer of Ascena Retail Group, Inc., commented, "We are pleased to have reported a strong fiscal year and fourth quarter. Our results were achieved in a very tough environment and we remain positioned for growth both in sales and operating profitability. Our balance sheet and cash flow remain very strong and we have the resources to continue to pursue organic growth and to continue to search for complementary acquisitions. We are certainly mindful of the pressures of today's macro-economic environment and we are planning our business accordingly. Even so, we are positioned well to take advantage of a number of opportunities that we believe will allow us to continue to grow, evolve our business, and drive value to our shareholders."

Fiscal 2012 Outlook:

- The company's earnings guidance for fiscal 2012 is for a range of \$2.55 to \$2.65 per diluted share compared to adjusted earnings per diluted share of \$2.33 in FY 2011
- Comparable store sales are expected to increase in the mid-single digits
- The Company plans to open approximately 125 to 135 stores and close 30 to 35 stores, ending fiscal 2012 with approximately 2,600 total stores

Sales & Comps	Quarter Ended Jul 30, 2011			Fiscal Year Ended Jul 30, 2011		
	Sales (1,000's)	YoY Chg	Comp	Sales (1,000's)	YoY Chg	Comp
dressbarn	\$280,300	-0.7%	4.0%	\$987,500	0.6%	2.0%
maurices	\$183,000	0.0%	3.0%	\$776,500	14.1%	10.0%
Justice	\$262,500	6.9%	14.0%	\$1,150,000	61.5%	8.0%
Total Company	\$725,800	2.1%	7.0%	\$2,914,000	22.7%	6.0%

**Margins****Gross Margin**

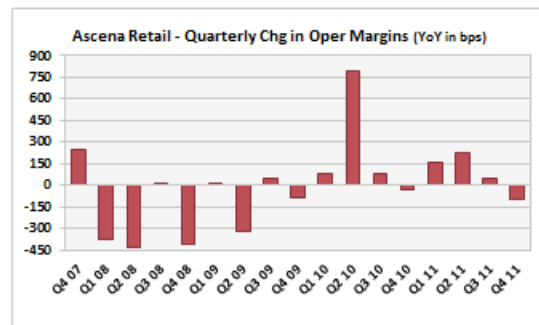
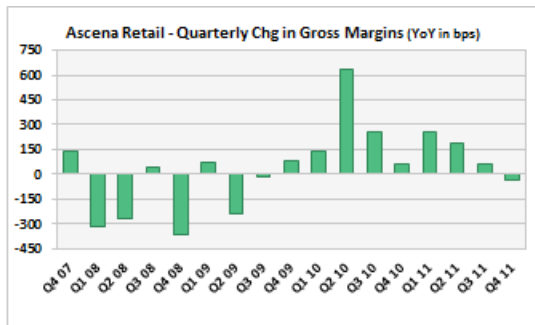
Quarter Ended Oct 29, 2011		
Dollars (1,000's)	Margin	YoY Chg (bps)
\$294,800	40.6%	-37

Fiscal Year Ended Jul 30, 2011		
Dollars (1,000's)	Margin	YoY Chg (bps)
\$1,231,700	42.3%	103

Operating Margins

	Dollars (1,000's)	Margin	YoY Chg (bps)
dressbarn	\$26,700	9.5%	-227
maurices	\$16,700	9.1%	-372
Justice	\$10,700	4.1%	285
Total Company	\$54,100	7.5%	-96

\$37,400	3.8%	-230
\$114,600	14.8%	110
\$137,800	12.0%	289
\$289,800	9.9%	79

**Earnings Data**

	Quarter Ended	
	Jul 30, 2011	YoY Chg
Net Income	\$28,200	-32.9%
Diluted EPS	\$0.35	-32.7%

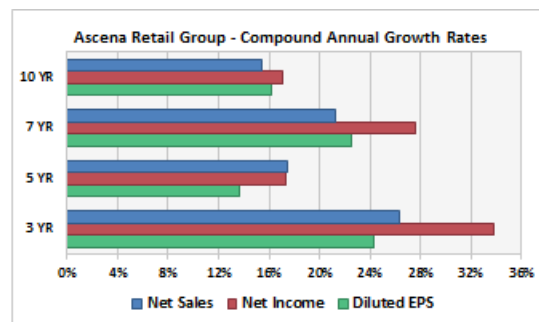
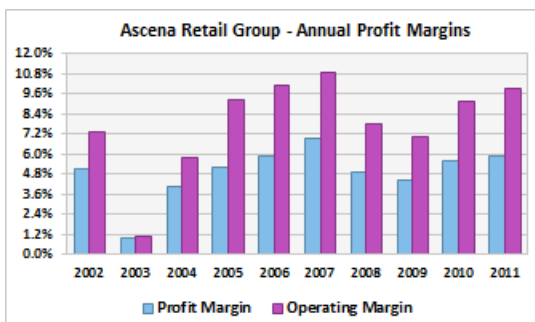
	Fiscal Year Ended	
	Jul 30, 2011	YoY Chg
Net Income	\$170,500	27.8%
Diluted EPS	\$2.11	22.0%

Adjusted* Earnings Data

	Quarter Ended	
	Jul 30, 2011	YoY Chg
Net Income	\$38,500	13.2%
Diluted EPS	\$0.48	14.3%

\$188,700	38.6%
\$2.33	31.6%

*excluding extra week in 2010 & extraordinary items



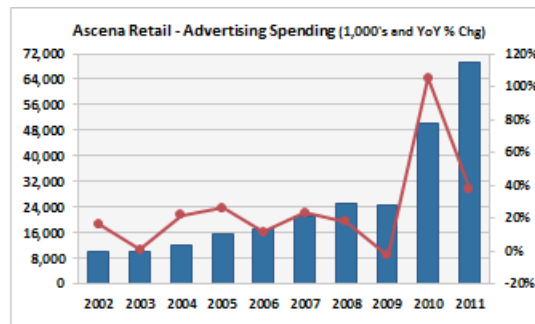
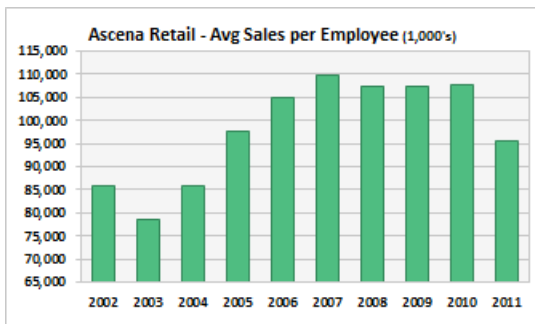
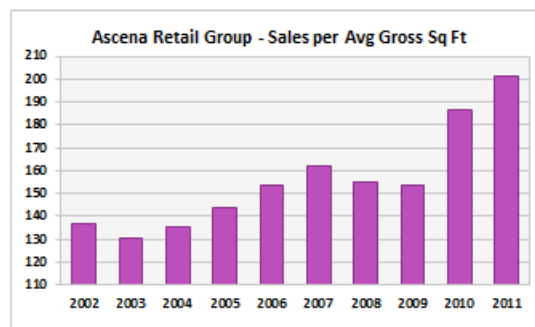
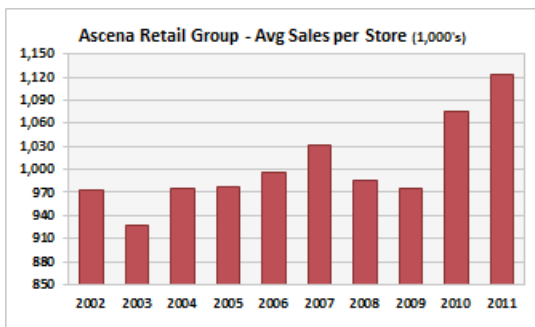
Stores & Square Footage	Fiscal Year Ended Jul 30, 2011			
	Stores	YoY Chg	Sq Feet (1,000's)	YoY Chg
dressbarn	830	-0.4%	6,400	0.0%
maurices	784	3.6%	3,900	5.4%
Justice	902	1.7%	3,800	2.7%
Total Company	2,516	1.6%	14,100	2.2%

Store Operating Metrics

Sales per Avg Gross Sq Ft	Quarter Ended		Fiscal Year Ended	
	Jul 30, 2011	YoY Chg	Jul 30, 2011	YoY Chg
dressbarn	\$43.26	-1.6%	\$152.46	-0.2%
maurices	\$46.08	-6.1%	\$199.39	7.0%
Justice	\$65.64	3.2%	\$290.04	58.1%
Total Company	\$49.95	-1.4%	\$202.12	6.1%

Sales per Avg Store (1,000's)

Sales per Avg Store (1,000's)	Quarter Ended		Fiscal Year Ended	
	Jul 30, 2011	YoY Chg	Jul 30, 2011	YoY Chg
dressbarn	\$333	-1.2%	\$1,174	0.2%
maurices	\$229	-4.6%	\$983	8.4%
Justice	\$276	4.1%	\$1,216	58.9%
Total Company	\$280	-0.9%	\$1,130	2.3%



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