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IMMEDIATE RELEASE

**MARY JANE DENZER, LTD, MARKS 30 YEARS  
AS LEADER IN FASHION AND BUSINESS**

**Westchester Children's Museum is Beneficiary  
Of Unprecedented Fashion Event Featuring Spring, '10 Styles  
By 30 Top Couture Designers**

White Plains, New York (October 1<sup>st</sup>, 2009) – Mary Jane Denzer, the eponymous couture women's boutique located at the intersection of high style and unparalleled service, celebrates its 30<sup>th</sup> anniversary this fall. To mark the occasion, Mrs. Denzer is hosting a fashion show on October 29<sup>th</sup>, featuring the 30 designers she feels have most dramatically influenced fashion since she began her business. Venerable names such as Valentino, Christian Dior, and Oscar de la Renta will present spring 2010 styles along with newer superstars such as Zac Posen, Matthew Williamson, and Jason Wu. **Mrs. Denzer is generously donating 10% of all proceeds to the Campaign for the Westchester Children's Museum, slated to open at Rye Playland in late 2010.**

The Fashion Show and Reception is scheduled for October 29<sup>th</sup>, with featured designs available for special order from October 29<sup>th</sup> - 31<sup>st</sup> along with the complete Zuhair Murad and Monique L'Huillier spring, 2010 collections. With the biggest names in couture sending their best pieces, hot off the Spring, 2010 runway, the event will be unprecedented in nature. Not yet named are the designers themselves who will be coming to toast Ms. Denzer.

The title of the event "*Looking Back, We Build The Future*" speaks to Ms. Denzer's delight in her ability to help launch such a valuable community asset as the Westchester Children's Museum and her excitement about White Plains' recent metamorphosis into a cosmopolitan hub. "When I opened my store 30 years ago, White Plains was fairly depressed...nothing like the beautiful city it had been when I pushed baby carriages down the East Post Road two decades earlier...then it was like Fifth Avenue" remarks Denzer nostalgically. "I'm so thrilled to watch its renaissance".

White Plains Mayor, Joseph Delfino agrees, "Mary Jane Denzer believed in the future of White Plains at a time when the City barely had a present – or a presence. Thirty years ago, she saw enough promise here to hire a Rodeo Drive interior designer to sculpt a boutique with a footprint worthy of the designer clothing it would showcase". The three-term mayor continues, "Mary Jane Denzer, both the woman and the boutique, represent the epitome of dignified grace and the fruits of forward thinking. White Plains is immensely fortunate to have them as our own".

Corinne Zola, President of the Westchester Children's Museum states, "We are honored to be recognized by Mary Jane Denzer during her milestone anniversary. Ms. Denzer has been a stalwart supporter of cultural and economic growth in the County, and that she recognizes the campaign to build the Westchester Children's Museum as a viable cultural and education

institution that will improve the quality of life in Westchester for families and our community at large is most gratifying. We thank her for her support in this critical phase of our fundraising campaign.”

On the subject of recent economic turbulence, Denzer thinks back over the many bull and bear markets she’s seen as a business owner. “I owe much of my success and the ability to weather financial storms to my start with Bergdorf Goodman and Saks Fifth Avenue. “Learning a business from the ground up is key when adaptation is the only way to survive tough economic times”, Denzer states. During this most recent downturn, Denzer made a great effort to lower prices while always maintaining the same quality and never lowering her standards. “After so many years in this business, my knowledge of dressmaking and understanding of fit has helped tremendously in continuing to fill my clients’ closets with the very best but at a slightly lower price point”.

It is the depth and breadth of Denzer’s business understanding that has gained her so much respect among fashion’s elite. “The many times I have worked with Mary Jane Denzer in selecting the buy of the Oscar de la Renta collections, I realized that I am dealing with a woman who understands fashion and style and above all, has enormous style herself. It is very rare in our industry to find someone who just gets it right, and she does. I find it a privilege to work with her and I enjoy every minute of it. I wish we had more Mary Jane Denzer stores around the country, it is just as unique and special as she is”, states Boaz Mazor, Executive at Large, Oscar de la Renta.

The most important thing Mary Jane Denzer has gained over the past 30 years is an unwaveringly loyal clientele and to that she ultimately attributes her success. “I am a people person and my customers are my dear friends”, states Denzer. Her customers are grateful for her expert guidance, unabashed honesty, friendship and dedication. “Mary Jane Denzer is a true pioneer in the fashion world and the business world. She brings so much value to her business because of her great taste, directness, smart and strategic dealings with her clients and vendors. Respecting Mary Jane as a business leader is a given but being able to call her a friend is an honor”, states longtime customer and friend, Jessica Bibliowicz, Chairman, President and Chief Executive Officer of National Financial Partners.

***Enter the world of Mary Jane Denzer, where ultimate taste and luxury combined with personal service make shopping a great experience. Choices from the world’s top designers are totally unique and, while staying on top of current trends, the clothes remain classic and feminine.***

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