60-DAY NOTICE OF VIOLATION

SENT IN COMPLIANCE WITH CALIFORNIA HEALTH & SAFETY CODE § 25249.7(d)

DATE: June 9, 2011

TO: Gary L. Holland, Assistant General Counsel – The Dress Barn, Inc. and its corporate affiliate Maurices Incorporated
California Attorney General's Office;
District Attorney's Office for 58 Counties; and
City Attorneys for San Francisco, San Diego, San Jose, Sacramento and Los Angeles

FROM: Anthony E. Held, Ph.D., P.E.

I. INTRODUCTION

My name is Anthony E. Held. I hold a Doctor of Philosophy degree in Environmental Engineering and I am a registered professional engineer in the State of California. I am a citizen of the State of California acting in the interest of the general public. I seek to promote awareness of exposures to toxic chemicals in products sold in California and, if possible, to improve human health by reducing hazardous substances contained in such items. This Notice is provided to the public agencies listed above pursuant to California Health & Safety Code § 25249.6 *et seq.* ("Proposition 65"). As noted above, notice is also being provided to the violator, The Dress Barn, Inc. and its corporate affiliate Maurices Incorporated (the "Violator"). The violations covered by this Notice consist of the product exposures, routes of exposure, and types of harm potentially resulting from exposure to the toxic chemicals ("listed chemicals") identified below, as follows:

Product Exposure:	See Section V. Exhibit A
Listed Chemicals:	Di(2-ethylhexyl)phthalate ("DEHP"); Butyl benzyl phthalate ("BBP"); Di-n-butyl phthalate ("DBP")
Routes of Exposure:	Ingestion, Dermal, Inhalation
Types of Harm:	Birth Defects and Other Reproductive Harm

II. NATURE OF ALLEGED VIOLATION (PRODUCT EXPOSURE)

The specific types of products that are causing consumer and occupational exposures in violation of Proposition 65, and that are covered by this Notice, are listed under "Product Category/Type" in Exhibit A in Section V below. All products within the types covered by this Notice shall be referred to hereinafter as the "products." The sales of these products in California dating as far back as June 9, 2008 are subject to this Notice. As a result of the sales of these products, exposures to the listed chemicals have been occurring without clear and reasonable warnings as required by Proposition 65. Without proper warnings regarding the toxic effects of exposure to the listed chemicals resulting from contact with the products, California citizens lack the information necessary to make informed decisions on whether and how to eliminate (or reduce) the risk of exposure to the toxic chemicals from the reasonably foreseeable use of the products.

California citizens, through the act of buying, acquiring or utilizing the products, are exposed to the listed chemicals. Infants, children and/or women of childbearing age ingest the listed chemicals when they, among other activities, place the product, or a portion thereof, into their mouth, or otherwise suck, lick, teethe and/or bite the product thereby allowing the listed chemicals to leach out of the substrate directly into their mouths. Infants, children and/or women of childbearing age ingest the listed chemicals when they, among other activities, touch the products and transfer the listed chemicals from the products to their mouths through hand-to-mouth activities that may continue to occur for a significant period after contact with the products stops. Infants, children and/or women of childbearing age are exposed to the listed chemicals through direct dermal contact when they, among other activities, handle, touch or otherwise use the products. Infants, children and/or women of childbearing age inhale the listed chemicals when, among other activities, they breathe indoor air with airborne particles that are released from the products containing the listed chemicals.

III. CONTACT INFORMATION

Please direct all questions concerning this notice to me through my counsel's office at the following address:

Anthony E. Held, Ph.D., P.E.
c/o Josh Voorhees
The Chanler Group
Parker Plaza
2560 Ninth Street, Suite 214
Berkeley, CA 94710
Telephone: (510) 848-8880

IV. PROPOSITION 65 INFORMATION

For general information concerning the provisions of Proposition 65, please feel free to contact the Office of Environmental Health Hazard Assessment's ("OEHHA") Proposition 65 Implementation Office at (916) 445-6900. For the Violator's reference, I have attached a copy of "Proposition 65: A Summary" which has been prepared by OEHHA.

V. EXHIBIT A

Product Category/Type	*Such As*	*Toxins*
Wallets and other coin or bill holders containing Di(2-ethylhexyl)phthalate or Butyl benzyl phthalate or Di-n-butyl phthalate or any combination thereof		Di(2-ethylhexyl)phthalate Butyl benzyl phthalate Di-n-butyl phthalate

V. EXHIBIT A (continued)

Product Category/Type	*Such As*	*Toxins*
Handbags, purses, clutches and totes containing Di(2-ethylhexyl)phthalate or Butyl benzyl phthalate or Di-n-butyl phthalate or any combination thereof		Di(2-ethylhexyl)phthalate Butyl benzyl phthalate Di-n-butyl phthalate
Belts containing Di(2-ethylhexyl)phthalate or Butyl benzyl phthalate or Di-n-butyl phthalate or any combination thereof		Di(2-ethylhexyl)phthalate Butyl benzyl phthalate Di-n-butyl phthalate
Footwear containing Di(2-ethylhexyl)phthalate or Butyl benzyl phthalate or Di-n-butyl phthalate or any combination thereof		Di(2-ethylhexyl)phthalate Butyl benzyl phthalate Di-n-butyl phthalate
Apparel, including gloves and headwear (and excluding sauna suits) containing Di(2-ethylhexyl)phthalate or Butyl benzyl phthalate or Di-n-butyl phthalate or any combination thereof		Di(2-ethylhexyl)phthalate Butyl benzyl phthalate Di-n-butyl phthalate
Jewelry containing Di(2-ethylhexyl)phthalate or Butyl benzyl phthalate or Di-n-butyl phthalate or any combination thereof		Di(2-ethylhexyl)phthalate Butyl benzyl phthalate Di-n-butyl phthalate
Key holders, keychains and key caps containing Di(2-ethylhexyl)phthalate or Butyl benzyl phthalate or Di-n-butyl phthalate or any combination thereof		Di(2-ethylhexyl)phthalate Butyl benzyl phthalate Di-n-butyl phthalate
Luggage tags and ID cases containing Di(2-ethylhexyl)phthalate or Butyl benzyl phthalate or Di-n-butyl phthalate or any combination thereof		Di(2-ethylhexyl)phthalate Butyl benzyl phthalate Di-n-butyl phthalate

V. EXHIBIT A (continued)

Product Category/Type	*Such As*	*Toxins*
Bag charms and zipper pulls containing Di(2-ethylhexyl)phthalate or Butyl benzyl phthalate or Di-n-butyl phthalate or any combination thereof		Di(2-ethylhexyl)phthalate Butyl benzyl phthalate Di-n-butyl phthalate
Eyeglass cases containing Di(2-ethylhexyl)phthalate or Butyl benzyl phthalate or Di-n-butyl phthalate or any combination thereof		Di(2-ethylhexyl)phthalate Butyl benzyl phthalate Di-n-butyl phthalate
Coverings/cases for mobile electronic devices (e.g., for telephones, cameras, MP3 players, CDs/DVDs, and laptops) containing Di(2-ethylhexyl)phthalate or Butyl benzyl phthalate or Di-n-butyl phthalate or any combination thereof		Di(2-ethylhexyl)phthalate Butyl benzyl phthalate Di-n-butyl phthalate
Coverings for journal/address books (e.g., diaries, planners, photo albums) containing Di(2-ethylhexyl)phthalate or Butyl benzyl phthalate or Di-n-butyl phthalate or any combination thereof		Di(2-ethylhexyl)phthalate Butyl benzyl phthalate Di-n-butyl phthalate
Cosmetic cases/bags containing Di(2-ethylhexyl)phthalate or Butyl benzyl phthalate or Di-n-butyl phthalate or any combination thereof		Di(2-ethylhexyl)phthalate Butyl benzyl phthalate Di-n-butyl phthalate
Toiletry cases/bags containing Di(2-ethylhexyl)phthalate or Butyl benzyl phthalate or Di-n-butyl phthalate or any combination thereof		Di(2-ethylhexyl)phthalate Butyl benzyl phthalate Di-n-butyl phthalate

PROOF OF SERVICE

I, the undersigned, declare under penalty of perjury:

I am a citizen of the United States, over the age of 18 years, and not a party to the within action; my business address is Parker Plaza, 2560 Ninth Street, Suite 214, Berkeley, CA 94710.

On June 9, 2011, I served the following documents:

60-DAY NOTICE OF VIOLATION SENT IN COMPLIANCE WITH HEALTH & SAFETY CODE § 25249.7(d);

PROPOSITION 65: A SUMMARY;

CERTIFICATE OF MERIT; AND

CERTIFICATE OF MERIT ATTACHMENTS (SERVED ONLY ON THE ATTORNEY GENERAL)

on the Violator listed below via First Class Certified Mail through the United States Postal Service by placing a true and correct copy in a sealed envelope, addressed to such Violator and providing such envelope to a United States Postal Service Representative:

Gary L. Holland, Assistant General Counsel
The Dress Barn, Inc. and
Maurices Incorporated
30 Dunnigan Drive
Suffern, New York 10901

as well as providing copies of the notice to the public enforcers by placing a true and correct copy in a sealed envelope, addressed to each party listed below, and served as follows:

Via 2nd Day Air Service by placing such envelope in a Federal Express Drop-Off Box:	The Attorney General of the State of California;
By placing each envelope in a United States Postal Service mailbox, postage prepaid:	The District Attorney for Each of the 58 counties in California; and The City Attorney for Los Angeles, San Diego, San Jose, San Francisco and Sacramento

A list of addresses for each of these recipients is attached.

Executed on June 9, 2011 at Berkeley, California.

Eleanor Chen-Ranstrom

CERTIFICATE OF MERIT

Health and Safety Code Section 25249.7(d)

I, Clifford A. Chanler, hereby declare:

1. This Certificate of Merit accompanies the attached sixty-day notice in which it is alleged that the party identified in the notice has violated Health and Safety Code § 25249.6 by failing to provide clear and reasonable warnings;

2. I am the attorney for the noticing party;

3. I have consulted with one or more persons with relevant and appropriate experience or expertise who has reviewed facts, studies, or other data regarding the ***alleged*** exposure to the listed chemicals that is the subject of this action;

4. Based on the information obtained through those consultations, and on all other information in my possession, I believe there is a reasonable and meritorious case for the private action. I understand that "reasonable and meritorious case for the private action" means that the information provides a credible basis that all elements of the plaintiff's case can be established and the information did not prove that the alleged Violator will be able to establish any of the affirmative defenses set forth in the statute;

5. The copy of this Certificate of Merit served on the Attorney General attaches to it factual information sufficient to establish the basis for this certificate, including information identified in Health and Safety Code § 25249.7(h)(2) (*i.e.*, (1) the identity of the persons consulted with and relied on by the certifier, and (2) the facts, studies, or other data reviewed by those persons).

Dated: June 9, 2011

Clifford A. Chanler

SERVICE LIST

The Honorable Nancy O'Malley
Alameda County District Attorney
1225 Fallon Street, Room 900
Oakland, CA 94612

The Honorable Terese Drabec
Alpine County District Attorney
270 Laramie Street, PO BOX 248
Markleeville, CA 96120

The Honorable Todd Riebe
Amador County District Attorney
708 Court Street
Jackson, CA 95642

The Honorable Michael Ramsey
Butte County District Attorney
25 County Center Drive
Oroville, CA 95965

The Honorable Barbara Yook
Calaveras County District Attorney
891 Mountain Ranch Road
San Andreas, CA 95249

The Honorable John R. Poyner
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The Honorable Mark Peterson
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The Honorable Jon Alexander
Del Norte County District Attorney
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Crescent City, CA 95531

The Honorable Vernon Pierson
El Dorado County District Attorney
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The Honorable Elizabeth Egan
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Fresno, CA 93721

The Honorable Robert Maloney
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The Honorable Paul Gallegos
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Eureka, CA 95501

The Honorable Gilbert Otero
Imperial County District Attorney
940 West Main Street, Suite 102
El Centro, CA 92243

The Honorable Arthur Maillet
Inyo County District Attorney
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The Honorable Lisa Green
Kern County District Attorney
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Bakersfield, CA 93301

The Honorable Greg Strickland
Kings County District Attorney
1400 West Lacey Boulevard
Hanford, CA 93230

The Honorable Donald Anderson
Lake County District Attorney
255 North Forbes Street
Lakeport, CA 95453

The Honorable Robert Burns
Lassen County District Attorney
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The Honorable Steve Cooley
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70 West Hedding Street, West Wing
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The Honorable Richard Doyle
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San Jose, CA 95113

Office of the California Attorney General
Proposition 65 Enforcement Reporting
ATTN: Prop 65 Coordinator
1515 Clay Street, Suite 2000
Oakland, CA 94612-0550