

CHARMING SHOPPES INC

Form DEFA14A

March 11, 2008

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**PROXY COMMUNICATION STATEMENT:**

Charming Shoppes, Inc. and its directors and executive officers may be deemed to be participants in the solicitation of proxies from shareholders in connection with the Company's 2008 Annual Meeting of Shareholders. The Company plans to file a proxy statement with the Securities and Exchange Commission ("SEC") in connection with the solicitation of proxies for the Annual Meeting. Information concerning persons who may be considered participants in the solicitation of the Company's shareholders under the rules of the SEC is set forth in public filings filed by the Company with the SEC, including its proxy statement relating to its 2007 Annual Meeting of Shareholders, and will be set forth in its proxy statement relating to its 2008 Annual Meeting of Shareholders. These documents may be (currently or when filed with the SEC) obtained free of charge at the SEC's website at <http://www.sec.gov> and the Company's website at <http://phx.corporate-ir.net/phoenix.zhtml?c=106124&p=irol-sec> or MacKenzie Partners at 1-800-322-2885 or via email at [proxy@mackenziepartners.com](mailto:proxy@mackenziepartners.com).

Dear Associates:

Yesterday, Charming Shoppes issued a press release, indicating that we have commenced a lawsuit against two hedge funds, which operate under the name The Charming Shoppes Full Value Committee. Please [CLICK HERE](http://phx.corporate-ir.net/phoenix.zhtml?c=106124&p=irol-newsArticle&ID=1116872&highlight=) [http://phx.corporate-ir.net/phoenix.zhtml?c=106124&p=irol-newsArticle&ID=1116872&highlight=] to read the release on [charming.com](http://charming.com).

Our Board of Directors and management team are committed to acting in the best interest of the Company and all of its stakeholders. This lawsuit was filed to prevent the hedge fund group from violating the securities laws and to ensure that our shareholders receive complete and accurate information about this group and their plans and intentions.

As we have said in the past, the industry is facing challenging times, but we are confident in our direction for Charming Shoppes. We must continue to build our brands and provide our customers with superior products in order to create value, both for our shareholders and customers.

Last, I would like to remind you about our procedures for responding to outside inquiries. If you receive any calls from the media, analysts or investors, please forward them to Gayle Coolick, Director of Investor Relations, at (215) 638-6955 or e-mail [gayle.coolick@charming.com](mailto:gayle.coolick@charming.com).

On behalf of your Board and management team, I would like to thank you for your continued support.

Sincerely,

Dorrit J. Bern  
Chairman, CEO and President

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