



Corporate Communications

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Wal-Mart Formally Announces Exclusive Metro 7™ Fashion Collection
*America's largest retailer signs Dayanara Torres as
spokesmodel for Metro 7*

Bentonville, Ark (October 11, 2005) -- Wal-Mart today formally announced its premier fashion collection for women – Metro 7™, available now at select Wal-Mart stores and Walmart.com (www.walmart.com). The new collection is designed with the highly stylish, fashion-conscious customer in mind. The Metro 7 line features on-trend items with contemporary-tailored outfits, and stylishly casual weekend pieces that reflect the latest colors, fabrics and styles—all at a great price.

This new collection answers the perennial question, “What am I going to wear today?” with a strong style statement that takes every fashion-loving, time-starved woman from start to finish of her busy day in great style.

Wal-Mart has signed Dayanara Torres, actress, singer and mother, to represent the Metro 7 line in a marketing campaign that includes print advertising, signage, and promotional video footage, as well as in a series of in-store personal appearances. Ms. Torres was the youngest woman ever selected to be Miss Universe, and has had her own television program as well as a successful singing career.

Claire Watts, Wal-Mart executive vice president of apparel and home, says, “Dayanara perfectly embodies the modern, fashionable woman, and we’re thrilled she is the ‘face’ for the Metro 7 launch. She’s a young, beautiful mother whom our customers will find both approachable and inspirational.” (more)

Add One – Wal-Mart Introduces Exclusive Metro 7 Collection

Watts continues, “If it’s important for the season, we’ll have it in the line. We’re staying on top of key trends that are coming out of Paris and New York, so our fashion-conscious customer can find them in our stores and online.”

Torres adds, “I’m excited to be working with Wal-Mart’s new Metro 7 line. I’m passionate about fashion and always looking for the latest styles and trends. Fashion-conscious women will definitely find Metro 7 to be relevant to what’s stylish right now.”

Lucy Cindric, Wal-Mart senior vice president of ladies apparel, is enthusiastic about the opportunities Metro 7 represents. She states, “As we focus on a deeper relationship with our customers, we also have a responsibility to move and stay ahead of fashion trends that are important to them.”

Price points for the collection range from \$9.94 for a sequin tank to \$14.94 for a silk camisole to \$19.94 for hand-beaded tunics to \$22.94 for embellished jeans to \$29.94 for a velvet blazer. Complete outfits can be put together for as little as \$35. The Metro 7 fashions are available in missy sizes as well as in plus sizes.

Metro 7’s first delivery reflects the relevance of the season. Colors are rich and romantic, but easy to wear: black, chocolate brown, soft grey and ivory, with bursts of this season’s important accents, such as apple green and aubergine. Fabrics include velvet, lightweight twills, chiffon, rayon and spandex blends, as well as silk, all of which work across any season and climate.

Denim also has a starring role in Metro 7. Vintage-washed jeans come in flattering fits that hit just below the waist with a touch of stretch. There are great styles for everyday wear, as well as options with a little more flash and the kind of premium details typically seen on denims at 10 times the price: subtle swirls of rhinestone, graphic pocket treatments and re-embroidered distressed patches.

The line made its debut in 500 stores this past week and was launched on Walmart.com on October 8. “Our customers are clearly voting for this level of fashion, as initial sales have exceeded our expectations,” says Cindric.

Marketing efforts for the launch include a four-page advertorial in the November issue of *Vogue*. The Metro 7 line will also be available in select Wal-Mart locations, with in-store signage and images of spokesmodel Dayanara Torres. A launch event in New York for fashion editors and other members of the fashion community will take place later in October. Exclusive,

behind-the-scenes video of the *Vogue* photo shoot is available at www.walmart.com. Also, images are available on walmartfacts.com.

Wal-Mart Stores, Inc. operates Wal-Mart Stores, Supercenters, Neighborhood Markets and SAM'S CLUB locations in the United States. Internationally, the company operates in Argentina, Brazil, Canada, China, Costa Rica, El Salvador, Germany, Guatemala, Honduras, Japan, Mexico, Nicaragua, Puerto Rico, South Korea and the United Kingdom. The company's securities are listed on the New York and Pacific stock exchanges under the symbol WMT. More information about Wal-Mart can be found by visiting www.walmartfacts.com. Online merchandise sales are available at www.walmart.com.

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