



Reba McEntire Launches Lifestyle Collection

New Women's Line "Reba" to Hit Dillard's Stores Spring 2005

(Nashville, TN, October 4, 2004) - Reba McEntire, multi-award winning singer, TV actress and Broadway star, and Dillard's (NYSE: DDS), Little Rock based retailer, are partnering to launch Reba's new women's sportswear collection - 'Reba'. The collection will launch in Spring 2005 at 147 Dillard's stores nationwide as well as on www.dillards.com. 'Reba' represents the first time that Reba McEntire has created a clothing line.

The debut of 'Reba' is a natural result of both partners' understanding of today's modern woman. For Dillard's and for Reba, it reflects a desire to help women simplify their time-stressed lives and easily find a personal style.

Reba wanted to develop a sophisticated, versatile collection reflecting her own sense of style, for women who share her time constraints and active lifestyle. "Women should feel terrific and confident about how they look each moment of their lives and the clothes that we wear play a huge role in evoking these feelings. I created 'Reba' to help women achieve this," said Reba McEntire, who is fully involved in all aspects of the design process with Icon Creations, a New York City based fashion design firm. "The 'Reba' collection will give women a wide selection of related pieces that she can find in one place and build into a wardrobe that works from moment to moment, season to season, for all her separate feelings."

Dillard's felt 'Reba' would be a strong addition to its significant fashion presence. "'Reba' is a natural extension of our women's fashion offerings. Our philosophy has always been to provide our customers with the best selection, in a place she knows and trusts," remarked Alex Dillard, President, Dillard's, Inc.

Concentrating on mix-and-match pieces, the 'Reba' collection includes career wear, casual wear, novelty wear, sportswear and knit separates of superior workmanship in sizes 4-14 with price points ranging from \$48 to \$289. The line was designed from the inside out, where emphasis was placed on making clothing that would feel as luxurious as it looks. The color stories for the spring lines include rich, dark tones as well as eye-catching feminine hues such as titanium, pistachio and feather blue, which effortlessly coordinate together. Details and embellishments include covered buttons, bold hemlines, detailed stitching and seaming, and personal designs that inspire Reba.

The first 'Reba' collection will be in stores in March 2005 with new retail deliveries occurring biweekly thereafter.

About Reba McEntire:

Over the course of her 25+ year career, McEntire has established herself as country music's leading lady, rising to become the best-selling female country singer of the 20th century with more than 48 million records sold. McEntire is an established movie and television actress, having starred in the cult classic "Tremors," "One Night at McCool's," "North" and "The Little Rascals" and most recently on television in her hit sitcom, "Reba," now in its fourth season. McEntire is also a successful author, having published her New York Times Best Seller autobiography "Reba: My Story" and "Comfort from a Country Quilt: Find New Inspiration and Strength and Old-Fashioned Values," a collection of personal essays, which have exceeded sales of 1 million copies combined. Spring 2005 marks the first time McEntire will be making her move into fashion with the launch of her new fashion collection "Reba" in Dillard's stores nationwide. McEntire currently divides her time between her home in Nashville, Tennessee and the television set of "Reba" in Los Angeles.

About Dillard's Inc.:

Dillard's, Inc. ranks among the nation's largest fashion apparel and home furnishings retailers with annual revenues exceeding \$7.8 billion. The company focuses on delivering maximum value to its shoppers, with fairly priced merchandise complemented by exceptional customer service. Dillard's stores offer a broad selection of merchandise, including products sourced and marketed under Dillard's exclusive brand names. The company comprises 329 stores, spanning 29 states, all operating with one name - Dillard's.

Press Contacts:

Scott Currie/Samantha Schabel
Julie Bull/Susan Magrino Agency
(212) 957-3005 (501) 376-5965
scott@smapr.com / sam@smapr.com
julie.bull@dillards.com