

FOR IMMEDIATE RELEASE
Jones Apparel Group, Inc.

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Jones Apparel Group's Jones New York In The Classroom Cause Program Wins American Apparel and Footwear Association's 2006 Excellence in Social Responsibility Award

New York, New York - January 27, 2006 - Jones Apparel Group, Inc.'s (NYSE: JNY) cause program, which led to the creation of the non-profit organization, Jones New York In The Classroom, Inc., has been awarded the [American Apparel and Footwear Association's](#) (AAFA) 2006 Excellence in Social Responsibility award in the general welfare category. This annual award from the AAFA recognizes best practices in a variety of areas of social responsibility that positively impact employees, business or community.

"This is Jones Apparel Group's investment in the future," said Peter Boneparth, President and Chief Executive Officer of Jones Apparel Group, Inc. "Teachers are essential to the success of our children, and Jones Apparel Group wants to take a leadership role in providing immediate and tangible help in the classroom, while encouraging others to join us along the way."

Established in May 2005 during National Teachers Month with a \$1 million grant from Jones Apparel Group, Jones New York In The Classroom aims to improve the quality of education for children through the recruitment, retention and support of teachers in America's public schools. Jones Apparel Group commits not only dollars to Jones New York In The Classroom to support America's teachers, but expansive human resources as well to provide the strength needed to bring the organization to life in communities across the country. Jones Apparel Group's employee network is encouraged to volunteer and raise funds for Jones New York In The Classroom, which in turn has chosen to donate funds to benefit four leading national non-profit organizations: TeachersCount, New Teacher

Academy, Fund for Teachers and Adopt-A-Classroom. Each of these groups addresses one or more of the Jones New York In The Classroom areas of focus.

"We believe that if we appreciate the teacher, we in turn appreciate our children, which is exactly why Jones Apparel Group was inspired to take up this cause," added Boneparth. Jones New York In The Classroom is taking a multi-faceted approach to supporting teachers at critical points in their careers, with a focus on four areas: recruitment, retention, professional development, and recognition and support. Jones Apparel Group's long-term financial and corporate commitment to this cause both implements corporate programs to raise funds for Jones New York In The Classroom and allows employees paid time off to donate their time in education facilities for pre-kindergarten through 12th grade based in their local communities.

In its first year of operation, Jones New York In The Classroom has received over \$1.5 million from Jones Apparel Group, which it has used to donate funds to the four non-profit beneficiaries. Jones Apparel Group has also lent additional support to the mission of Jones New York In The Classroom by adopting over 200 teachers and classrooms, assisting in the makeovers for teachers and their classrooms and donating over 250,000 volunteer hours for Jones Apparel Group corporate employees to use in educational facilities in their communities.

"We commend Jones Apparel Group for adhering to good and ethical business practices and creating a non-profit organization to address education in the communities where you do business, and implementing a program of support within your own company. We believe the Excellence in Social Responsibility Award is a terrific way to recognize your 'Best' of socially responsible business practices, your good example and your good work," said Kevin M. Burke, President and Chief Executive Officer, American Apparel and Footwear Association.

Jones Apparel Group executives will accept the award at the AAFA's annual meeting at the end of February.

Jones New York In The Classroom, Inc. is a nonprofit corporation dedicated to improving the quality of education in America and

inspiring others, both individuals and corporations, to do the same through support of teachers and vital teacher-based programs. For more information on Jones New York In The Classroom and its activities, please visit www.jnyintheclassroom.org.

Jones Apparel Group, Inc. (www.jny.com), a Fortune 500 company, is a leading designer, marketer and wholesaler of branded apparel, footwear and accessories. We also market directly to consumers through our chain of specialty retail and value-based stores, and operate the Barneys New York chain of luxury stores. Our nationally recognized brands include Jones New York, Evan-Picone, Norton McNaughton, Gloria Vanderbilt, Erika, I.e.i., Energie, Nine West, Easy Spirit, Enzo Angiolini, Bandolino, Joan & David, Mootsies Tootsies, Sam & Libby, Napier, Judith Jack, Kasper, Anne Klein, Albert Nipon, Le Suit and Barneys New York. The Company also markets apparel under the Polo Jeans Company brand licensed from Polo Ralph Lauren Corporation, costume jewelry under the Tommy Hilfiger brand licensed from Tommy Hilfiger Licensing, Inc. and the Givenchy brand licensed from Givenchy Corporation and footwear under the Dockers Women brand licensed from Levi Strauss & Co. Each brand is differentiated by its own distinctive styling, pricing strategy, distribution channel and target consumer. We primarily contract for the manufacture of our products through a worldwide network of quality manufacturers. We have capitalized on our nationally known brand names by entering into various licenses for several of our trademarks, including Jones New York, Evan-Picone, Anne Klein New York, Nine West, Gloria Vanderbilt and I.e.i., with select manufacturers of women's and men's products which we do not manufacture. For more than 30 years, we have built a reputation for excellence in product quality and value, and in operational execution.

Certain statements contained herein are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. All statements regarding the Company's expected financial position, business and financing plans are forward-looking statements. The words "believes," "expect," "plans," "intends," "anticipates" and similar expressions identify forward-looking statements. Forward-looking statements also include representations of the Company's expectations or beliefs concerning future events that involves risks and uncertainties, including:

those associated with the effect of national and regional economic conditions;

lowered levels of consumer spending resulting from a general economic downturn or lower levels of consumer confidence or generally reduced shopping activity caused by public safety concerns;

the performance of the Company's products within the prevailing retail environment;

customer acceptance of both new designs and newly-introduced product lines;

the Company's reliance on a few department store groups for large portions of the Company's business;

consolidation of the Company's retail customers;

financial difficulties encountered by customers;

the effects of vigorous competition in the markets in which the Company operates;

the Company's ability to identify acquisition candidates and acquire such businesses on reasonable financial and other terms, in an increasingly competitive environment for such acquisitions;

the integration of the organizations and operations of any acquired businesses into the Company's existing organization and operations;

the Company's reliance on independent foreign manufacturers;

changes in the costs of raw materials, labor and advertising;

the general inability to obtain higher wholesale prices for the Company's products that the Company has experienced for many years;

the uncertainties of sourcing associated with the new environment in which quota has been eliminated on apparel products while political pressure is building for the re-imposition of quotas in certain categories; and

The Company's ability to secure and protect trademarks and other intellectual property rights.

A further description of these risks and uncertainties and other important factors that could cause actual results to differ materially from the Company's expectations can be found in the Company's Annual Report on Form 10-K/A for the fiscal year ended December 31, 2004, including, but not limited to, the Statement Regarding Forward-Looking Disclosure and the information concerning trends and risk factors included in Management's Discussion and Analysis of Financial Condition and Results of Operations therein, and in the Company's

other filings with the Securities and Exchange Commission. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, such expectations may prove to be incorrect. The Company does not undertake to publicly update or revise its forward-looking statements as a result of new information, future events or otherwise.