



FOR IMMEDIATE RELEASE

**OSCAR DE LA RENTA, LTD.
TO OPEN NORTHPARK CENTER, DALLAS**

NEW YORK, September 5, 2006 – Oscar de la Renta, Ltd. announced today plans to open a fifth freestanding boutique at Dallas' prestigious NorthPark Center. The 3,149 square foot store is expected to open in December 2006. The latest addition to the growing Oscar de la Renta retail network, the NorthPark store will offer the complete ready-to-wear collection, select items exclusive to de la Renta boutiques, and a full range of shoes, including handbags and jewelry.

"Oscar de la Renta is one of the most acclaimed, luxury fashion designers today who captures the ultimate in fashion for the modern woman. The designer's style and grace is truly represented in the distinctive, elegant design of the store and in his exquisite women's ready-to-wear collection and accessories," said Nancy A. Nasher, President, NorthPark Development Company. "Shopping in Dallas is being redefined at the newly expanded NorthPark Center, and Oscar de la Renta is joining other world renowned, luxury retailers in an unmatched shopping experience."

Following the design aesthetic of the Madison Avenue flagship, NorthPark will feature the Dominican coral stone and high-gloss white wood that are used to create a simple yet elegant backdrop for de la Renta's women's designer ready-to-wear and accessories collections. Special features in the boutique include a shoe catwalk and an eveningwear area.

Alex Bolen, Chief Executive Officer of Oscar de la Renta, Ltd. noted, "As one of the country's leading luxury markets, Dallas is a logical choice for an Oscar de la Renta boutique. Husband and wife owners, David Haemisegger and Nancy Nasher, have created an exciting shopping environment for the affluent Dallas consumer at NorthPark Center. We look forward to being a part of it."

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About Oscar de la Renta, Ltd.

Oscar de la Renta, Ltd. is one of the leading women's ready-to-wear design companies in the world. The company also creates, markets and manufactures women's accessories, fragrances, bridal and home furnishings.

About NorthPark Center

As one of the premier shopping centers in the United States, NorthPark Center (www.northparkcenter.com) proudly offers shoppers the best of the best in every category represented including the finest in luxury retail and market exclusives. NorthPark Center is owned, managed, operated and leased by husband and wife David J. Haemisegger and Nancy A. Nasher. After a two-year, \$200 million expansion, NorthPark Center is the largest shopping center in North Texas and is projected to be one of the top five shopping destinations in the country. NorthPark Center will continue to open more stores and restaurants throughout 2006 and 2007 to reach over 235 stores and restaurants, and is expected to surpass \$1 billion in annual sales by 2008. NorthPark Center is located at the intersection of North Central Expressway and Northwest Highway in the heart of Dallas. Stores are open from 10 a.m. to 9 p.m., Monday through Saturday, and 12 p.m. to 6 p.m. on Sunday. Restaurant, theatre, spa and department store hours may vary.

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