

July 24, 2008

RECENT MEDIA STATEMENT

Coldwater Creek Inc. (CWTR) has been made aware of a New York State Dept. of Labor investigation of labor violations at Jin Shun Inc., a manufacturer, which apparently was contracting with a company named Urban Apparel.

Coldwater Creek Inc. has done no business with Jin Shun Inc., and has not done any business with Urban Apparel for over one year. However, Coldwater Creek is diligently investigating this matter as a result of the allegations.

Coldwater Creek has a strong policy, to which every vendor and contractor must agree in writing, guaranteeing compliance with fair labor standards. Coldwater Creek takes such violations very seriously, and in addition to investigating its relationships with this vendor, will fully cooperate with the New York State Department of Labor inquiry.

As a reminder, all external inquiries are to be forwarded to Jeffrey Parisian or Marie Hirsch at (208) 263-2266.