

THE CHILDREN'S PLACE

THE CHILDREN'S PLACE APPOINTS STEVEN G. RADO TO THE POSITION OF CHIEF DIGITAL OFFICER

SECAUCUS, N.J., August 9, 2017—The Children's Place, Inc. (Nasdaq:PLCE), the largest pure-play children's specialty apparel retailer in North America, today announced the appointment of Steven G. Rado to the position of Chief Digital Officer, effective August 14, 2017. Mr. Rado will report directly to Jane Elfers, President and Chief Executive Officer.

Jane Elfers, President and Chief Executive Officer said, "We believe that a Personalized Customer Contact Strategy is our single biggest opportunity, and we have made the decision to significantly accelerate the development and implementation of this initiative. Steve's deep experience in all aspects of marketing, including strategy development, customer relationship management, and digital commerce, combined with his successful track record of delivering digital transformation through personalized customer contact at Victoria's Secret, Office Depot and Land's End, make him the ideal candidate to lead this effort at The Children's Place."

Mr. Rado said, "I am very excited to join the best in class management team at The Children's Place and drive the significant benefits associated with implementing a robust Personalized Customer Contact Strategy. "

Mr. Rado received his BS in Business Administration from Bowling Green State University, his MBA from The Ohio State University and his Juris Doctor from Case Western Reserve University School of Law.

About The Children's Place, Inc.

The Children's Place is the largest pure-play children's specialty apparel retailer in North America. The Company designs, contracts to manufacture, sells at retail and wholesale, and licenses to sell fashionable, high-quality merchandise at value prices, primarily under the proprietary "The Children's Place," "Place" and "Baby Place" brand names. As of July 29, 2017, the Company operated 1,026 stores in the United States, Canada and Puerto Rico, an online store at www.childrensplace.com, and had 161 international points of distribution open and operated by its 7 franchise partners in 19 countries.

Forward Looking Statements

This press release contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to statements relating to the Company's strategic initiatives and adjusted net income per diluted share. Forward-looking statements typically are identified by use of terms such as "may," "will," "should," "plan," "project," "expect," "anticipate," "estimate" and similar words, although some forward-looking statements are expressed differently. These forward-looking statements are based upon the Company's current expectations and assumptions and are subject to various risks and uncertainties that could cause actual results and performance to differ materially. Some of these risks and uncertainties are described in the Company's filings with the Securities and Exchange Commission, including in the "Risk Factors" section

of its annual report on Form 10-K for the fiscal year ended January 28, 2017. Included among the risks and uncertainties that could cause actual results and performance to differ materially are the risk that the Company will be unsuccessful in gauging fashion trends and changing consumer preferences, the risks resulting from the highly competitive nature of the Company's business and its dependence on consumer spending patterns, which may be affected by the weakness in the economy which continue to affect the Company's target customer, the risk that the Company's strategic initiatives to increase sales and margin are delayed or do not result in anticipated improvements, the risk of delays, interruptions and disruptions in the Company's global supply chain, including resulting from foreign sources of supply in less developed countries or politically unstable countries, the risk that the cost of raw materials or energy prices will increase beyond current expectations or that the Company is unable to offset cost increases through value engineering or price increases, and the uncertainty of weather patterns. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date they were made. The Company undertakes no obligation to release publicly any revisions to these forward-looking statements that may be made to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

Contact: Robert Vill, Group Vice President, Finance, (201) 453-6693