THE JONES GROUP INC.

Stock Ownership Guidelines for Outside Directors

(adopted by the Board of Directors on October 28, 2002)

1. These are guidelines ("Guidelines") for ownership of The Jones Group Inc. (the "Company") common stock ("Jones Stock"), by non-employee directors of the Company. Although these Guidelines do not constitute a requirement, it is the desire of the Board of Directors of the Company that all non-employee directors make all reasonable efforts to comply with these Guidelines.

2. Guidelines applicable to any given individual should be met no later than the fifth anniversary of his or her election or appointment to the Board of Directors of the Company (or, in the case of those directors serving as such on the effective date of adoption of these Guidelines by the Board of Directors of the Company, by October 28, 2007).

3. Each non-employee director should beneficially own Jones Stock having a market value at least equal to five times the then-current amount of the annual retainer for non-employee directors for service on the Board of Directors.

4. Shares of Jones Stock underlying stock options held by a director with an exercise price of $1.00 per share are deemed beneficially owned for that purpose. Shares of Jones Stock underlying stock options held by a director with an exercise price greater than $1.00 per share are not deemed beneficially owned for that purpose. Each share unit credited to a director's account under the Jones Apparel Group, Inc. Deferred Compensation Plan for Outside Directors is deemed to be a share of Jones Stock beneficially owned for that purpose.

5. These Guidelines shall become effective upon adoption by the Board of Directors of the Company.