

THE JONES GROUP INC.

Stock Ownership Guidelines for Executives

(as amended on April 4, 2008)

1. These are guidelines (“Guidelines”) for ownership of The Jones Group Inc. (the “Company”) common stock (“Jones Stock”), by those executives of the Company and its subsidiaries who are expected to be “Named Officers” in the Compensation Table appearing in the Company’s proxy statement for its annual meeting of stockholders. Although these Guidelines do not constitute a requirement of the Named Officers, it is the desire of the Compensation Committee of the Board of Directors of the Company that the Named Officers 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 the later of (a) the effective date of adoption of the Guidelines by the Compensation Committee or (b) the date of the proxy statement or other document filed with the Securities and Exchange Commission that first includes such individual as a “Named Officer.”
3. Named Officers should beneficially own Jones Stock having a market value approximately equal to the following:

Chief Executive Officer:	3 times salary
Chief Financial Officer:	1 times salary
Other Named Officers:	1 times salary
4. Shares of restricted stock issued to a Named Officer are deemed beneficially owned for purposes of these Guidelines. Jones Stock underlying employee stock options held by a Named Officer are not deemed beneficially owned for that purpose.
5. Jones Stock acquired by a Named Officer upon exercise of employee stock options issued after the date of adoption of these Guidelines (net of shares sold to satisfy federal, state and local income tax obligations arising from any such exercise) should be held by the Named Officer for a period of not less than 12 months. Net shares acquired by a Named Officer upon the exercise of stock options and sale of Jones Stock acquired upon such exercise, within any given period of not more than 5 business days, shall be aggregated for purposes of measuring compliance with this holding period Guideline.
6. These Guidelines shall become effective upon adoption by the Compensation Committee of the Board of Directors of the Company.