

J JILL GROUP INC  
Form 8-K  
May 04, 2004

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, DC 20549

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**FORM 8-K**

**CURRENT REPORT  
PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

Date of report (Date of earliest event reported): May 4, 2004

**THE J. JILL GROUP, INC.**

(Exact Name of Registrant as Specified in its Charter)

**Delaware**  
(State or Other Jurisdiction  
of Incorporation)

**0-22480**  
(Commission  
File Number)

**04-2973769**  
(I.R.S. Employer  
Identification No.)

**4 Batterymarch Park, Quincy, MA**  
(Address of Principal Executive Offices)

Registrant's telephone number, including area code: (617) 376-4300

**02169-7468**  
(Zip Code)

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**Item 7. Financial Statements, Pro Forma Financial Information and Exhibits**

(c)  
Exhibits

99.1 May 4, 2004 Press Release

**Item 12. Results of Operations and Financial Condition**

On May 4, 2004, The J. Jill Group, Inc. issued a press release reporting its financial results for the first quarter of fiscal 2004 and its current sales and earnings targets for the second quarter and remainder of fiscal 2004. A copy of the press release is set forth as Exhibit 99.1 and is incorporated herein by reference.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

THE J. JILL GROUP, INC.

Date: May 4, 2004

By: /s/ OLGA L. CONLEY

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Olga L. Conley  
Executive Vice President/  
Chief Financial Officer and Treasurer  
*(Principal Financial Officer)*

**EXHIBIT INDEX**

<b>Number</b>	<b>Description</b>
99.1	May 4, 2004 Press Release

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