



rue21, inc. Promotes Stacy Siegal to Vice President and General Counsel

WARRENDALE, Pa., March 3, 2010 (GLOBE NEWSWIRE) -- rue21, inc. (Nasdaq:RUE), today announced the promotion of Stacy Siegal to Vice President and General Counsel.

Ms. Siegal joined rue21 in 2006, most recently serving as Corporate Counsel and Assistant Secretary. In her new role Ms. Siegal will be responsible for managing all of the Company's legal matters, including regulatory compliance, and will continue to serve as Assistant Secretary to the Board of Directors.

"Stacy has proven herself to be a valuable member of our management team. Her knowledge of our business and proven ability to understand and respond to the legal issues facing a publicly-traded retail company will be a great asset to us as we continue our growth and success," stated Bob Fisch, President and CEO of rue21.

Prior to joining rue21, Ms. Siegal spent a number of years serving as in-house counsel at GNC in Pittsburgh, PA and as a consultant providing legal guidance to retail companies and boards in the region.

Ms. Siegal is a member of the National Retail Federation's General Counsel's Forum, the Association of Corporate Counsel, and the Society for Human Resource Management. She received her bachelor's degree from Lehigh University and a doctorate of jurisprudence from the George Washington University Law School.

About rue21, inc.

rue21 is a leading specialty apparel retailer offering exclusive branded merchandise and the newest trends at a great value. As of March 2, 2010, rue21 operated 546 store locations in 43 states. Learn more at www.rue21.com.

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