



## **Wet Seal Girls Can "Steal the Spotlight" with Maroon 5 This Back to School**

Wet Seal Launches In-Store and Online Nationwide Promotion with Maroon 5 and A&M/Octone Records

FOOTHILL RANCH, Calif.--(BUSINESS WIRE)--July 16, 2007--The Wet Seal, Inc. (Nasdaq:WTSLA), a leading specialty retailer to young women, today announced a promotion with one of the country's hottest bands, A&M/Octone Records' Maroon 5. Launching today, July 16th, this exclusive promotion includes a sweepstakes on [wetseal.com](http://wetseal.com) in which one lucky winner can "Steal the Spotlight" with Maroon 5. The winner will be flown to Los Angeles, California, be put up in a Hollywood Hotel for two nights, enjoy a \$500 shopping spree at Wet Seal, attend the Maroon 5 concert and meet and hang with the band. In addition to the grand prize, other runner up prizes will be offered including signed copies of the new Maroon 5 release, "It Won't Be Soon Before Long."

"Being fashion first at a competitive price allows us to build strong, discount free promotions that our girl wants and loves," said Dyan Jozwick, Chief Merchandising Officer. "We're thrilled to be partnering with Maroon 5 as this is a great example of a partnership bringing together everything our girl loves: fashion, music and boys."

Prominent in-store and online placement will help to fuel this promotion. Over 360 Wet Seal stores nationwide will have window banners, in-store signs and the hottest tracks from the Maroon 5 release playing in the store. The promotion will also receive home page presence on [wetseal.com](http://wetseal.com) as well as links to [wetseal.com](http://wetseal.com) from Maroon 5's My Space page and the official site, [Maroon5.com](http://Maroon5.com). "It Won't Be Soon Before Long," the new album is RIAA certified Platinum selling over 429,000 units in its first week of sales. In addition, it was the highest ranked downloaded album on iTunes selling over 102,000 downloads in its first week.

"We're excited to partner with Wet Seal on the Maroon 5 'Steal the Spotlight' campaign. As the band prepares for an arena tour on the heels of their recent album release, partnerships like this allow the band to remain connected with their fans in their daily lives," said Rome Thomas, Head of Sales & Artist Development for A&M/Octone Records.

Headquartered in Foothill Ranch, California, The Wet Seal, Inc. is a leading specialty retailer of fashionable and contemporary apparel and accessory items. As of July 7, 2007, the Company operated a total of 455 stores in 47 states, the District of Columbia and Puerto Rico, including 362 Wet Seal stores and 93 Arden B stores. The Company's products can also be purchased online at [www.wetseal.com](http://www.wetseal.com) or [www.ardenb.com](http://www.ardenb.com). For more company information, visit [www.wetsealinc.com](http://www.wetsealinc.com).

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