



Wet Seal Partners with Island Def Jam Recording Artist Kristinia DeBarge

FOOTHILL RANCH, Calif., Oct 15, 2009 (BUSINESS WIRE) -- The Wet Seal, Inc. (NASDAQ:WTSLA), a leading specialty retailer to young women, today announced a partnership with SodaPop/Island Def Jam recording artist Kristinia DeBarge. The program includes a collection of fashion pieces selected by Kristinia, online and offline marketing and events, and a national contest where one lucky winner will be flown to Los Angeles to be Kristinia's BFF for the day. The fashion pieces will include denim, jackets, dresses and tops, and will continue to evolve through the New Year and early spring season. The program is set to launch on November 19, 2009.

"Kristinia is a talented, new, fresh face, and is perfect for the Wet Seal brand. She is approachable, fashionable, and sings about topics important to teens. She has a style for every occasion, and her selections reflect this," said Ed Thomas, the Company's Chief Executive Officer. "We believe bringing on new talent with an eye for fashion is a great way to build brand exposure and our fashion assortment."

In conjunction with the launch of the program, Wet Seal will also be selling Kristinia's debut album, "Exposed." The CD will be available at all Wet Seal locations nationwide and online at wetseal.com.

"This isn't about me being a designer; it's about me loving fashion! I have shopped Wet Seal for years and am so excited to be working with the team and selecting fashion items I think today's young girls would love to wear. Not only is my fan base the Wet Seal customer, I am too," said Kristinia DeBarge.

Kristinia DeBarge's career got off to an impressive start following the release of her debut album, *Exposed*. Her first single, "Goodbye," was a Top 10 hit on iTunes. She has also performed on national television shows such as "So You Think You Can Dance" and "Live with Regis & Kelly." Fresh off her opening spot on the Britney Spears Circus Tour, Kristinia is now gearing up for her 3rd single, "Future Love." Written by Ryan Tedder (Jennifer Hudson, Natasha Bedingfield) the track is sure to be a hit. Kristinia also worked with Grammy Award winning artist Pitbull on the remix which is set to hit radio later this month. Kristinia will be an MTV Artist of The Week beginning October 25th.

Headquartered in Foothill Ranch, California, The Wet Seal, Inc. is a leading specialty retailer of fashionable and contemporary apparel and accessory items. As of October 3, 2009, the Company operated a total of 500 stores in 47 states, the District of Columbia and Puerto Rico, including 420 Wet Seal stores and 80 Arden B stores. The Company's products can also be purchased online at www.wetseal.com or www.ardenb.com. For more company information, visit www.wetsealinc.com.

The Island Def Jam Music Group is home to a multi-cultural and diverse family of artists and has fast become one of the most successful labels in the industry. It is comprised of Island Records and Def Jam Recordings, and is in partnerships with Disturbing Tha Peace and Slip N Slide. The roster boasts an array of talented artists including Mariah Carey, Kanye West, Fall Out Boy, The Killers, The-Dream, Fabolous, Melissa Etheridge, LL Cool J, NAS, Chrisette Michele, Bon Jovi, Ludacris, Lionel Richie, Rihanna, Hoobastank, Jeremih, Sum 41, Rick Ross, Young Jeezy and Ne-Yo.

SodaPop is a label founded by Grammy Award winning producer/singer/songwriter Kenny "Babyface" Edmonds and industry vet Jeff Burroughs. Dedicated to bring artists that are culturally relevant, unique in image and musicality, SodaPop delivers on those ideas with their premier artist, Kristinia DeBarge, an urban pop superstar!

SOURCE: The Wet Seal, Inc.

The Wet Seal, Inc.
Christine Thompson, 949-699-4026

Copyright Business Wire 2009