



## **Wet Seal Announces Launch of Free iPhone Application: iRunway**

FOOTHILL RANCH, Calif., Sep 30, 2009 (BUSINESS WIRE) -- The Wet Seal, Inc. (NASDAQ:WTSLA), a leading specialty retailer to young women, today announced the launch of a new iPhone application, iRunway, which can be found on the iTunes Application Store or the Company's website, [wetseal.com](http://wetseal.com). iRunway offers users the ability to view, purchase and share the tens of thousands of outfits created by loyal and fashionable Wet Seal customers. These outfits are created and housed on "The Runway," Wet Seal's social networking platform found online at [wetseal.com](http://wetseal.com).

The many revolutionary features of the application focus on completing outfits. The most significant is the "Input Style" feature. This is a great outfitting tool for customers to use while shopping in any of the over 400 Wet Seal locations. Customers simply type in the style number from an item's price tag and thousands of outfit choices using that item will be presented. Customers can not only see the various ways to wear an item but can also find all the coordinating pieces immediately. This feature operates as a virtual stylist right in the store.

Additional outfitting options include the "Tag/Trend," "Shop by Occasion," or "Runway" features. The "Tag/Trend" section offers an extensive list of fashion themes created by online users such as "Backstage Pass," "Gwen Stefani," and "Romantic Frills." The "Shop by Occasion" feature focuses on four key fashion themes: "Work," "Hangin' Out," "School," and "Going Out," each with thousands of outfits. And finally, the "Runway" feature highlights the most popular outfits as rated by Runway users.

Each outfit page allows users to email or purchase the entire look instantly. A store locator feature is also included on the application displaying a map and contact details.

"We have been pleased with the excitement surrounding the Fashion Community online and specifically the amount of user generated content available to customers. We feel iRunway is a natural next step to enhance our customer's shopping experience," said Ed Thomas, the Company's Chief Executive Officer. "We will continue to think creatively about what our customers want, how they shop and where we can be leaders within retail and technology."

The Company's website includes a tutorial on all of the iRunway features. The application and tutorial can be found at [wetseal.com/hotspot](http://wetseal.com/hotspot).

Headquartered in Foothill Ranch, California, The Wet Seal, Inc. is a leading specialty retailer of fashionable and contemporary apparel and accessory items. As of August 29, 2009, the Company operated a total of 501 stores in 47 states, the District of Columbia and Puerto Rico, including 420 Wet Seal stores and 81 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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