

# American Apparel®

## American Apparel Reports July 2009 Comparable Store Sales

- **July 2009 Comparable Store Sales Decreased 13%**

LOS ANGELES, Aug 06, 2009 (BUSINESS WIRE) -- American Apparel, Inc. (NYSE Amex: APP) today announced the company's comparable store sales for the month of July 2009.

American Apparel reported that for the month of July 2009, sales for stores open for more than twelve months decreased 13% over the year ago period, on a constant currency basis. For the month of July 2008, comparable store sales increased 25%. There were 180 stores in the sales comparison for July 2009.

American Apparel opened five new retail stores during the month of July in the following locations: Malibu, California; The Mall at Wellington Green in Wellington, Florida; Wrentham Village Premium Outlets in Wrentham, Massachusetts; Tanger Outlets in Riverhead, New York; and Dublin, Ireland. During the month of July, American Apparel also closed one location.

### About American Apparel

American Apparel is a vertically integrated manufacturer, distributor, and retailer of branded fashion basic apparel based in downtown Los Angeles, California. As of July 31, 2009, American Apparel employed approximately 10,000 people and operated over 275 retail stores in 20 countries, including the United States, Canada, Mexico, Brazil, United Kingdom, Austria, Belgium, France, Germany, Ireland, Italy, the Netherlands, Spain, Sweden, Switzerland, Israel, Australia, Japan, South Korea, and China. American Apparel also operates a leading wholesale business that supplies high quality T-shirts and other casual wear to distributors and screen printers. In addition to its retail stores and wholesale operations, American Apparel operates an online retail e-commerce website at <http://www.americanapparel.com>.

### Safe Harbor Statement

This press release may contain forward-looking statements which are based upon the current beliefs and expectations of our management, but are subject to risks and uncertainties, which could cause actual results and/or the timing of events to differ materially from those set forth in the forward-looking statements, including, among others: changes in the level of consumer spending or preferences or demand for our products; increasing competition; our ability to hire and retain key personnel and our relationship with our employees; suitable store locations and our ability to attract customers to our stores; effectively carrying out and managing our growth strategy; failure to maintain the value and image of our brand and protect our intellectual property rights; declines in comparable store sales; seasonality; consequences of our significant indebtedness, including our ability to comply with our debt agreements, generate cash flow to service our debt; our ability to extend, renew or refinance our existing debt; costs of materials and labor; location of our facilities in the same geographic area; manufacturing, supply or distribution difficulties or disruptions; risks of financial nonperformance by customers; investigations, enforcement actions and litigation; compliance with or changes in laws and regulations; costs as a result of operating as a public company; material weaknesses in internal controls; interest rate and foreign currency risks; loss of U.S. import protections or changes in duties, tariffs and quotas and other risks associated with international business; our ability to upgrade our information technology infrastructure and other risks associated with the systems that operate our online retail operations; general economic and industry conditions, including worsening U.S. and foreign economic conditions and turmoil in the financial markets; and other risks detailed in our filings with the Securities and Exchange Commission, including our 2008 Annual Report on Form 10-K. Our filings with the SEC are available at [www.sec.gov](http://www.sec.gov). You are urged to consider these factors carefully in evaluating the forward-looking statements herein and are cautioned not to place undue reliance on such forward-looking statements, which are qualified in their entirety by this cautionary statement. The forward-looking statements speak only as of the date on which they are made and the company undertakes no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

SOURCE: American Apparel, Inc.

ICR  
Joseph Teklits / Jean Fontana  
203-682-8200  
or  
American Apparel  
Adrian Kowalewski, 213-488-0226  
Chief Financial Officer

