



Contact:
Evencia Leite
619.990.0071

Sesh, Inc. Partners with The Wet Seal, Inc to Bring Social Shopping to the Web

San Diego, CA (January 21, 2010) – Sesh, Inc. today announced a partnership with The Wet Seal, Inc., a leading apparel and accessory specialty retailer. Sesh launched its Shop With Me application, a real-time, interactive social shopping application on www.wetseal.com. Sesh's revolutionary technology breaks down one of the biggest barriers for online retailing, the inability for shoppers to easily and quickly get opinions from friends and family on potential purchases. Consumers tend to trust a friend's recommendation over all others, but until now, shopping online has been a solitary activity. Shop With Me enables customers to instantly send an invitation via chat to their friends on Facebook, AIM, Bebo and ICQ to shop together on wetseal.com. Friends browse together with an unobstructed same view, while they scroll, navigate and mark up the pages in a synchronized shopping experience, never before seen on the web.

The Sesh technology addresses the practical, psychological, and emotional needs of customers who want trusted advice from their friends. Sesh provides an environment that supports consumers as they shop with friends live and obtain immediate purchase validation without ever leaving the retailer's site. Online retailers benefit by leveraging social service traffic and driving more customers to their site, while providing an interactive shopping experience that is unmatched.

"The web made shopping convenient, but until today, the face-to-face mall experience was lost. For The Wet Seal, Inc.'s demographic, young women, shopping is social. Their friends' opinions matter most. They want those opinions now and Sesh delivers that."

Jarrold Rogers, CEO, Sesh, Inc.

"The Wet Seal customer likes to shop together and now can do so online. The technology Sesh provided will aid in building stronger online sales and further affinity for the Wet Seal brand."

Ed Thomas, CEO and President, The Wet Seal, Inc.

About Sesh, Inc.

Founded in 2007, Sesh, Inc. is headquartered in San Diego, CA. Sesh brings forth a revolutionary web service that provides an interactive and real-time communication group-browsing tool. Sesh delivers the ability to leverage social network traffic to retailers by driving social service users directly to their websites where two or more customers can navigate, scroll, chat and mark up pages together. Sesh is a Software-as-a-Service company that requires no downloads or plug-ins. More information regarding this innovative and cutting-edge technology can be found at www.sesh.com or contact Sesh via email: info@sesh.com.