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WET SEAL LAUNCHES STRATEGIC NEW INTERNET FEATURES

The Company announces launch of International Shipping, Shop with Me, a Mobile Site and Reserve Online and Pick-Up in Stores.

FOOTHILL RANCH, Calif., January 13, 2010 -- The Wet Seal, Inc. (NASDAQ: WTSLA), a leading specialty retailer to young women, today announced the launch of several innovative and strategic features which highlight the internet in the overall business strategy. The features, available on wetseal.com, vary in breadth and complexity and target incremental sales through easy access and service. These include International Shipping, Shop With Me, an enhanced Mobile Site and Reserve Online and Pick-Up in Stores.

International Shipping is the most frequent request via the Wet Seal website. The addition of this feature allows customers from over 80 countries, using 40 currencies, to purchase online.

Shop With Me is a true service platform that allows customers to shop with another individual in real time. This feature, available on wetseal.com and ardenb.com, interfaces with social media platforms including Facebook, ICQ, Bebo and AIM.

The Mobile Site caters to the growing number of customers surfing the web from their mobile devices. When accessed from a standard mobile or iPhone, the site will be clean and easy to search and shop, and includes real time inventory updates, secure checkout and location-based store look-ups.

Lastly, Reserve Online and Pick-Up in Stores enables customers to locate the correct fit and size within the Wet Seal core denim program online, reserve it, and then pick up at a later time at a local store. The Company is also looking to upgrade to additional product categories.

Ed Thomas, chief executive officer, commented, "These new internet initiatives are on the heels of our iPhone app launched earlier this year, each feature focuses on the multi-channel customer service experience and is an innovative way to capture incremental business."

About Wet Seal

Headquartered in Foothill Ranch, California, The Wet Seal, Inc. is a leading specialty retailer of fashionable and contemporary apparel and accessory items. As of January 2, 2010, the Company operated a total of 504 stores in 47 states, the District of Columbia and Puerto Rico, including 424 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.

SOURCE: The Wet Seal, Inc.