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DMX Sews Up Deal for Music at Wet Seal Stores

AUSTIN, Texas—The nearly 500 fashion stores under The Wet Seal Inc. umbrella are about to get a music makeover from Austin-based DMX Inc.

By early November, the retailer's 408 Wet Seal stores and 91 Arden B stores will be playing music designed by DMX, a leader in sensory branding for commercial environments. DMX will develop one sound for Wet Seal locations and another sound for Arden B locations to reflect each brand's unique clientele.

"After an extensive evaluation of DMX and its competitors, The Wet Seal chose DMX because of the breadth and depth of its music design services," Ed Thomas, CEO of The Wet Seal, said. "Music continues to play a big role in the customer experience at Wet Seal and Arden B stores. We believe DMX will help us turn up the volume on that role."

Paul Stone, president of DMX, said: "As the music partner for The Wet Seal, DMX has developed a unique sound designed just for Wet Seal and Arden B stores. The Wet Seal is a great brand that will benefit tremendously from the vast music design resources of DMX."

Aside from rolling out music at Wet Seal and Arden B stores, DMX is conducting a test of in-store video services for the retailer.

- 30 -

About DMX Inc.

Recognized as an international leader of sensory services, DMX Inc. creates brand experiences for commercial environments. The company's services include music design, full-motion video, audio messaging and environmental scents developed to provide brand texture for its customers and create integrated, multisensory

environments that drive repeat business. DMX has represented some of the most identifiable international brands, such as Nike, Starwood Hotels, 24 Hour Fitness and American Eagle. For more information, visit www.dmx.com.

About The Wet Seal Inc.

Headquartered in Foothill Ranch, Calif., The Wet Seal Inc. is a leading specialty retailer of fashionable and contemporary apparel and accessory items. As of Oct. 4, 2008, the company operated a total of 499 stores in 47 states, the District of Columbia and Puerto Rico, including 408 Wet Seal stores and 91 Arden B stores. For more company information, visit www.wetsealinc.com.