

**IMPORTANT NOTIFICATION FROM JOHN D. GOODMAN
CHIEF EXECUTIVE OFFICER OF THE WET SEAL, INC.**

to

African-American and/or Black persons who worked as a store management employee (Store Assistant Manager, Co-Manager, Acting Store Manager, or Store Manager) at a Wet Seal or Arden B. store at any time from May 8, 2008 to June 12, 2013 (“Class Members”)

Re: *Nicole Cogdell et al. v. The Wet Seal, Inc., et al.*, U.S. District Court, Central of California Case No.12-CV-01138 AG (ANx)

With this Important Notification, you have received a Notice of Proposed Settlement of Employment Discrimination Class Action, a Claim Form and other documents advising you about a class action settlement and your right to claim your share of the settlement monies *if* you are a Class Member. Please read all of the documents carefully.

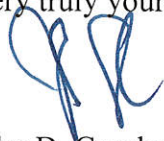
I want you to know that The Wet Seal, Inc. supports this settlement. I encourage you to fill out the Claim Form and return it to the Claims Administrator before the postmark deadline, October 7, 2013, if you are a Class Member so that you can participate in the settlement.

As indicated in the attached Notice of Class Action Settlement, the settlement provides for up to \$5,580,000 to pay claims from those Class Members who properly submit Claim Forms by October 7, 2013 if the Court grants final approval of the settlement. All of these settlement monies will be distributed to the Class Members who make claims. So, if you do not file a Claim Form, the settlement money apportioned to you will be distributed to those Class Members who do submit Claim Forms. In other words, those Class Members who submit Claim Forms will receive larger payments if fewer people submit Claim Forms.

Wet Seal’s managers will not be told who has or has not made a claim. Wet Seal has a no-retaliation policy. You will not be retaliated against for submitting a Claim Form. Wet Seal will pay out the same total amount of money whether or not you submit your claim. Thus, we encourage you to timely submit your Claim Form if you are a Class Member.

From the moment I joined Wet Seal as its Chief Executive Officer in January, I made clear to every employee that we value a diverse work force and believe that a dynamic and representative employee base allows us to best serve all of our customers. We are committed to nondiscriminatory employment practices that create a welcome environment in which people of all backgrounds are respected.

Very truly yours,



John D. Goodman
Chief Executive Officer