

FOREVER 21

Forever 21 Store Opening in Bellevue, Washington

Forever 21 is opening a new store to serve shoppers at Bellevue Square

FOR IMMEDIATE RELEASE – Los Angeles, CA (July 21, 2011) Forever 21 is set to open a new location at Bellevue Square. A grand opening event is scheduled for Saturday, July 23rd at 9:30 a.m. The first 200 people in line will receive a free gift card, with values ranging from \$10, \$20, \$50, \$100 and one lucky winner will receive a \$210 gift card.

The new store will occupy over 10,000 square feet of retail space. Complementing Forever 21 apparel and accessories, the store will feature the retailer's selection of Love & Beauty™ cosmetics, lingerie and shoes.

There has been a great deal of interest in the opening of this Forever 21 location. Forever 21 Executive Vice President Larry Meyer shares in this excitement and says, "We are very pleased to have been given the opportunity to expand our business into Bellevue Square and serve our fashionable shoppers in that area. The customers there really understand our trends and we are looking forward to providing them with fun merchandise and an exciting shopping experience."

Forever 21, Inc., headquartered in Los Angeles, is a specialty retailer of women's and men's clothing and accessories, known for offering the hottest and most current fashion trends at a great value to consumers. Forever 21's model of fast fashion works by keeping the store exciting with new merchandise brought in daily. The retailer operates over 480 stores in the United States, with international operations in Canada, Europe, Ireland, Japan, Korea, Philippines, and United Kingdom. For more information please visit: www.forever21.com.

FOREVER21.COM

Facebook.com/Forever21

Twitter.com/Forever21

Blog.forever21.com

Marketing Event Contact:

Kira Merz

213-763-8384

kira.merz@forever21.com

Press Contact:

Kristen Strickler

kristen.strickler@forever21.com