

## **True Religion to Open New Branded Retail Store at Bellevue Square September Opening Date Planned**

**BELLEVUE, Wash. (July 7, 2009)** — Kemper Development Company (KDC), owners of The Bellevue Collection, announces today True Religion Apparel, Inc. (Nasdaq: TRLG) will open a new branded retail store in Bellevue Square, Bellevue, Wash. in September of 2009. The 1,925 square-foot branded store will offer shoppers the entire True Religion collection for men, women and children including its signature jean styles, its expanding denim, sportswear and handbag collection, and a full range of licensed product, such as footwear, swimwear, headwear and fragrances.

Located in the heart of downtown Bellevue, The Bellevue Collection includes Bellevue Square, Bellevue Place and Lincoln Square. With a distinctive collection of 250 of the finest shops, 19 sit-down restaurants, a 16-screen premier cinema and 700 luxury hotel rooms all in one location. The Bellevue Collection is an experience unlike any other in the region. It is located on Bellevue Way between NE 4th and NE 10th Street in downtown Bellevue, just across Lake Washington from Seattle.

“True Religion will be an outstanding addition to our collection of luxury and distinctive contemporary brands within The Collection,” says Kemper Freeman, Chairman and CEO, KDC. “True Religion is a core brand for our customers buying hip, contemporary fashion and brings a real personality with a rock and roll flavor to our growing line up of fashion stores.”

### **About True Religion Apparel, Inc.**

True Religion Apparel, Inc. is a growing, design-based jeans and jean-related sportswear brand. The company designs, manufactures and markets True Religion Apparel products, including its premium True Religion Brand Jeans. Its expanding product line, which includes high-quality, distinctive styling and fit in denim, sportswear, and licensed products, may be found in contemporary department stores and boutiques in 50 countries around the world, including the United States, Canada, Germany, United Kingdom, Japan, Korea, France, Spain, Sweden, Greece, Italy, Mexico, Australia, South Africa and China. For more information, please visit [www.truereligionbrandjeans.com](http://www.truereligionbrandjeans.com).

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