



## **TRUE RELIGION OPENS NEW BRANDED RETAIL STORE AT BELLEVUE SQUARE IN BELLEVUE, WASHINGTON**

**VERNON, California – September 14, 2009** – True Religion Apparel, Inc. (Nasdaq: TRLG) today announced the opening of a new branded retail store at Bellevue Square in Bellevue, Washington. Located at 575 Bellevue Square, the 1,900 square-foot branded retail store will offer shoppers the entire True Religion collection for men, women and kids, 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 less than 10 miles from Seattle and in the heart of Bellevue, Washington, Bellevue Square encompasses over 1.4 million square feet of premier retail space. Bellevue Square, which recently completed a multi-million dollar interior renovation to include new flooring, seating, lighting and vertical transportation, is home to over 180 specialty stores including Nordstrom, Burberry, Tiffany & Co., Cartier and Michael Kors. Bellevue Square is adjacent to a 450,000 square foot luxury office, retail, hotel and residential development, and attracts over 16 million visitors annually. Located in one of the wealthiest counties in the United States, Bellevue Square is situated within 10 miles of over one million residents with average annual incomes exceeding \$100,000.

“We are excited to build upon our presence in the Pacific Northwest with the addition of our Bellevue Square retail store. Bellevue Square will mark our second full-price retail store in Washington and serves to complement our existing Seattle location,” said Jeffrey Lubell, chairman, chief executive officer and chief merchant of True Religion Apparel, Inc. “Consumers in the Pacific Northwest have exhibited strong demand for True Religion

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Brand Jeans merchandise and we seek to meet that demand through the ongoing expansion of our branded retail stores and the coordination with our premium wholesale partners.”

“We are pleased to partner with Bellevue Square, which is exemplified by its high-profile, high-traffic location in downtown Bellevue, luxury retail partners and affluent customer base,” said Michael Buckley, president of True Religion Apparel, Inc. “Located in one of wealthiest communities in the U.S., Bellevue Square is estimated to generate average sales per square foot well in excess of the national average.”

### **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).

*This press release contains forward-looking statements within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. These statements are based upon our current expectations and speak only as of the date hereof. Our actual results may differ materially and adversely from those expressed in any forward-looking statements as a result of various factors and uncertainties, including uncertainties as to the nature of the apparel industry, including changing customer demand and tastes, seasonality, customer acceptance of new products, the impact of competitive products and pricing, dependence on existing management and general economic conditions. Our Annual Report on Form 10-K, recent and forthcoming Quarterly Reports on Form 10-Q, recent Current Reports on Form 8-K, and other SEC filings discuss some of the important risk factors that may affect our business, results of operations and financial condition. The Company undertakes no obligation to revise or update publicly any forward-looking statements for any reason*

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