

Disneyland Resort to Welcome Two New Shops to Downtown Disney District

New retailers will provide unique footwear, apparel

ANAHEIM, CALIF. Mar. 7, 2011 – Disneyland Resort today announced two new retail stores coming to Downtown Disney this spring – Sanuk, a footwear shop and BLINK, a denim apparel store.

“We look forward to welcoming both Sanuk and BLINK to Downtown Disney,” said Tony Bruno, vice president, Disneyland Resort hotels and Downtown Disney. “Both locations will provide our guests with distinctive product and are a great fit with our unique blend of retail, dining and entertainment offerings.”

Sanuk’s new flagship location will offer the largest selection of product available outside of the company’s online store, including flip flops, surf sandals and other beach footwear, such as their signature yoga mat flip-flops.

“Taking its name from the Thai word for fun, Sanuk strives to make innovative products that are as much about funk as they are about function,” said Jeff Kelley, Sanuk founder. “We are happy to be back at Downtown Disney.”

Sanuk first joined Downtown Disney in 2010 – that pop-up was the company’s first retail store. Its success paved the way for the new, larger space.

Also coming to Downtown Disney this spring is BLINK, a denim-focused pop-up concept, owned by Wet Seal. BLINK features the latest trends in denim, while also offering a variety of fashion and casual tops, as well as accessories to complete a desired look. The BLINK concept was developed out of Wet Seal’s strong denim focus and serves as an extension of the brand.

“Opening Wet Seal’s concept shop BLINK in Downtown Disney, a major Southern California tourist destination, will be a great opportunity for the brand,” said Steve Benrubi, chief financial officer of The Wet Seal, Inc. “We’re eager to feature our new location in the vibrant entertainment area of the resort, and expect that visitors will enjoy shopping a wide assortment of merchandise.”

At BLINK, “Denim Experts” will be available to offer a high level of service and product knowledge about dozens of styles from various fashion brands.

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About the Disneyland Resort

Located on approximately 500 acres in Anaheim, Calif., the Disneyland Resort features two spectacular theme parks – Disneyland (the original Disney theme park) and Disney California Adventure park – plus the Downtown Disney District comprised of unique dining, entertainment and shopping experiences. The Resort’s three hotels are the 948-room Disney’s Grand Californian Hotel & Spa, the 969-room Disneyland Hotel and the 481-room Disney’s Paradise Pier Hotel. With 21,000 cast members, the Disneyland Resort is Orange County’s largest employer and a \$3.7 billion annual contributor to the local economy. The Resort has welcomed more than 550 million guests since opening on July 17, 1955. For detailed information about the Disneyland Resort, please visit www.disneyland.com.

About Sanuk

Founded by Southern California native Jeff Kelley, Sanuk provides creatively inspired yet distinctively designed footwear products for the global outdoor community. Taking its name from the Thai word for fun, Sanuk strives to make innovative products that are as much about funk as they are about function. Sanuk products have been twice

recognized at the SIMA Image Awards as the 2007 and 2010 Footwear Product of the Year. The brand is best known for its Sidewalk Surfers, often referred to as “Not-A-Shoes”, for their patented sandal construction which allows your feet to bend and flex in natural comfort. Sanuk also leads its industry by using innovative materials in its footwear such as yoga mat and indoor-outdoor carpet. Sanuk continues to sponsor a spectrum of premier athletes, including surfers like Donavon Frankenreiter and Dave Rastovich and rock climbers like Chris Sharma and Daniel Woods. Sanuk products are now distributed in nearly 70 countries worldwide. Learn more at www.sanuk.com. Smile...Pass It On!

About Wet Seal

Headquartered in Foothill Ranch, California, The Wet Seal, Inc. is a leading specialty retailer of fashionable and contemporary apparel and accessory items. As of February 26, 2011, the Company operated a total of 533 stores in 47 states and Puerto Rico, including 450 Wet Seal stores and 83 Arden B stores. The Company’s products can also be purchased online at www.wetseal.com or www.ardenb.com. For more company information, visit www.wetsealinc.com.

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