

VERNON, Calif.--([BUSINESS WIRE](#))--True Religion Apparel, Inc. today announced that the company has appointed Rosella Giuliani as Senior Vice President of Merchandising, effective today. In this role, Ms. Giuliani will partner with Chief Merchandising Officer Lynne Koplitz and Creative Director Gary Harvey to shape True Religion's merchandising across the company's platforms and will report to Ms. Koplitz. Steve Horak will join the company as Senior Vice President of Planning and Allocation with responsibility for the brand's product distribution, effective November 4. He will report to Chief Financial Officer and Chief Operating Officer Eric Bauer.

"I am pleased to welcome Rosella and Steve to True Religion and am excited by the caliber of expertise and industry relationships they bring to the company," said David Conn, Chief Executive Officer, True Religion. "With an impressive career in the denim industry, Rosella brings a uniquely versatile skill set that spans both creative design and operations. Alongside Rosella, Steve's leadership in planning and inventory management will provide the structure to keep our product flow running smoothly." Mr. Conn continued, "Together with Lynne and Gary, we are continuing to build a team of talented industry veterans who will partner to drive the future of True Religion's product and the experience we offer our customers."

Rosella Giuliani was previously the Creative Director and Vice President of Merchandising & Design for 1969 at Gap Inc. Prior to her time at Gap she was Vice President of Global Merchandising & Design at 7 For All Mankind. Ms. Giuliani has also held senior merchandising roles at Gap Inc., Banana Republic and Guess? brands. She has worked internationally and has experience across both men's and women's merchandising and design.

"I am thrilled to join True Religion at such a key moment in the company's evolution and to work with such an exceptional and forward-looking team, including many people I've worked with previously," said Rosella Giuliani. "Denim is my passion and I look forward to building on True Religion's strong reputation in the premium space to reach our customers not only with relevant, appealing products, but also through a focused store experience that reflects the True Religion brand."

Mr. Horak will oversee planning, allocation and management of product inventory. He joins from Guess?, where he worked for twelve years, most recently as Senior Vice President of Global Planning and Allocation. He has held senior planning and allocation

positions at The Wet Seal, Warner Brothers Studio Stores and Victoria's Secret.

About True Religion Apparel, Inc.

True Religion Apparel, Inc. is a growing, design-based denim and denim-related sportswear brand. The Company designs, manufactures and distributes True Religion Apparel products, including its premium True Religion Brand jeans, sportswear and licensed accessories. True Religion products may be found in the Company's branded retail and outlet stores as well as contemporary department stores and boutiques in 50 countries on six continents. The Company operates 148 stores in North America and over 30 international stores. For more information, please visit www.truereligionbrandjeans.com