

## News Release

### ABERCROMBIE & FITCH PROPOSES A WIN-WIN SITUATION

**New Albany, Ohio, August 12, 2011:** Abercrombie & Fitch Co. (NYSE: ANF) today reported that it has offered compensation to Michael 'The Situation' Sorrentino, a character in MTV's TV show *The Jersey Shore* to cease wearing A&F products.

A spokesperson for Abercrombie & Fitch commented:

"We are deeply concerned that Mr. Sorrentino's association with our brand could cause significant damage to our image. We understand that the show is for entertainment purposes, but believe this association is contrary to the aspirational nature of our brand, and may be distressing to many of our fans. We have therefore offered a substantial payment to Michael 'The Situation' Sorrentino and the producers of MTV's *The Jersey Shore* to have the character wear an alternate brand. We have also extended this offer to other members of the cast, and are urgently waiting a response."

Abercrombie & Fitch  
Brand Senses Department  
(614) 283-6500

*At the end of the second quarter, the Company operated a total of 1,073 stores. The Company operated 316 Abercrombie & Fitch stores, 179 abercrombie kids stores, 501 Hollister Co. stores and 18 Gilly Hicks stores in the United States. The Company operated 10 Abercrombie & Fitch stores, four abercrombie kids stores, 44 Hollister Co. stores and one Gilly Hicks store internationally. The Company operates e-commerce websites at [www.bercrombie.com](http://www.bercrombie.com), [www.bercrombiekids.com](http://www.bercrombiekids.com), [www.hollisterco.com](http://www.hollisterco.com) and [www.gillyhicks.com](http://www.gillyhicks.com).*

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