

**American Apparel Continues to Build New Leadership Team**  
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*Brian McHale named Chief Information Officer*

American Apparel, Inc. (NYSE MKT: APP), a vertically-integrated manufacturer, distributor, and retailer of branded fashion-basic apparel, today announced another leadership appointment. Brian McHale has been named Senior Vice President and Chief Information Officer.

"As we continue to implement our multi-year turnaround, Brian will be an important asset to the company," said Paula Schneider, CEO of American Apparel. "Brian brings deep experience in his area of expertise, which will undoubtedly have a significant and positive impact on American Apparel."

As Chief Information Officer, McHale will oversee information technology and computer systems at the company. In addition to providing critical support to American Apparel's onsite hardware and software applications, McHale will also lead the development and expansion of the company's retail digital capabilities alongside Thoryn Stephens, recently appointed Chief Digital Officer.

McHale comes to American Apparel with over 25 years of experience developing IT governance, Business Intelligence and Big Data solutions for some of the U.S.'s largest companies such as DirecTV and Verizon. He has also transformed these companies to cloud-based infrastructures, driving efficiencies and cost savings. McHale's experience includes work for agency clients in a variety of categories, including turnaround businesses, similar to American Apparel.

McHale assumed his role on April 13, 2015, and reports directly to Chief Financial Officer Hassan Natha.

**About American Apparel**

American Apparel, Inc. (the "Company," "we," "us," and "our") is a vertically-integrated manufacturer, distributor, and retailer of branded fashion-basic apparel based in downtown Los Angeles, California. As of March 31, 2015, the Company had approximately 10,000 employees and operated 239 retail stores in 20 countries including the United States and Canada. The Company also operates a global e-commerce site that serves over 50 countries worldwide at <http://www.americanapparel.com>. In addition, the Company operates a leading wholesale business that supplies high quality T-shirts and other casual wear to distributors and screen printers.

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