



**ABC FAMILY RUSHES AÉROPOSTALE TO LAUNCH THE RETURN OF THE  
HIT ORIGINAL SERIES “GREEK” AND THE RELEASE OF  
“GREEK: SEASON ONE CHAPTER ONE” DVD**

**For the First Time, ABC Family Partners with Teen Retailer  
to Promote Series and Sell DVD**

(Burbank, CA – March 17, 2008) Beginning, Tuesday, March 18, ABC Family’s original series “Greek,” which is the network’s #1 show in Adults 18-34, will be featured in 800 mall-based Aéropostale stores across the country, it was announced today by John Rood, senior vice president, brand marketing, ABC Family. In a first for the network, this promotion will celebrate both the release of “Greek: Season One Chapter One” DVD on Tuesday, March 18 and the return of “Greek” on Monday, March 24<sup>th</sup> (8:00 – 9:00 p.m. ET/PT). The promotion will run from March 18<sup>th</sup> thru March 30<sup>th</sup> in all U.S. Aéropostale stores and on [www.aeropostale.com](http://www.aeropostale.com).

“We’ve known for a while that the right retail partner would really enhance our marketing efforts for ‘Greek’ – both the DVD and series,” said Mr. Rood. “And it’s been thrilling to find Aéropostale, who are pro-active, innovative, genuinely smart and a great millennial brand.”

During the promotion, customers in store and on-line can purchase “Greek: Chapter One Season One” DVD, as well as, receive a free, limited edition Rush Aero “Greek” T-shirt, while supplies last, with any \$50 purchase.

“We’re excited to be partnering with ABC Family and their hit show ‘Greek’,” says Scott Birnbaum, senior vice president of marketing at Aéropostale. “This is a first for Aéropostale, teaming with a television show and network and we couldn’t have picked a better partner than ABC Family. We believe our consumers will agree.”

The partnership will be supported through an integrated marketing effort. Aéropostale will be promoting the DVD and exclusive t-shirt with six foot window displays in all of their stores nationwide, as well as, with DVD countertop holders,

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bag stuffers, and cash-wrap signage. Aéropostale will also be promoting the partnership online at [www.aeropostale.com](http://www.aeropostale.com). ABC Family will be advertising the promotion in the April issue of *Teen Vogue* and the March 24<sup>th</sup> issues of *Life & Style Weekly*, as well as, on “Greek’s” own site [virtualrush.com](http://virtualrush.com) and other social networking sites such as Facebook and MySpace.

In addition, Aéropostale and ABC Family are enticing fans with an on-line sweepstakes at [www.aeropostale.com](http://www.aeropostale.com) where any person can enter for a chance to win a walk-on role in an episode of “Greek” and a trip for four to Los Angeles, CA. See rules at [www.aeropostale.com](http://www.aeropostale.com).

“Greek” returns after a scandalous newspaper article has nearly ripped apart the Greek system. Now more than ever, the Cyprus-Rhodes University fraternities and sororities are under a microscope. Rusty and Casey, who are both dealing with broken hearts, return to campus in hopes of having a fresh start. But with all the changes on campus, it turns out there are more challenges than either of them expected. Created by Patrick Sean Smith, “Greek” is executive produced by Piller/Segan in association with ABC Family. Starring are Jacob Zachar as Rusty, Spencer Grammer as Casey, Scott Michael Foster as Cappie, Jake McDorman as Evan, Clark Duke as Dale, Dilshad Vadsaria as Rebecca, Paul James as Calvin and Amber Stevens as Ashleigh.

“Greek: Season One Chapter One” will allow viewers to experience every moment of the first ten episodes of the hit series “Greek” with special features including “Greek: The Initiation” that includes in-depth interviews with cast and producers, “Chapter Two” sneak peak, extended music sequence with the Plain White T’s, deleted scenes and audio commentary with cast and producers.

Part of the Disney-ABC-TV Group, ABC Family, distributed in over 95 million homes, features original movies, series and specials reflecting today’s families and entertaining and connecting with adults through relevant stories about today’s relationships, all told with diversity, dysfunction, passion, humor and heart. ABC Family’s programming is a mix of quality acquired series and theatricals as well as original movies and scripted dramas. ABC Family is also

the destination for Holiday events with “13 Nights of Halloween” and “25 Days of Christmas” branded programming events. ABC Family. A New Kind of Family.

Aéropostale, Inc. is a mall-based, specialty retailer of casual apparel and accessories, principally targeting 14 to 17 year-old young women and men. The company provides customers with a focused selection of high-quality, active-oriented, fashion and fashion basic merchandise at compelling values. Aéropostale maintains control over its proprietary brands by designing, sourcing, marketing and selling all of its own merchandise. Aéropostale products can only be purchased in its stores or on-line through its e-commerce website ([www.aeropostale.com](http://www.aeropostale.com)).

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Contacts: Amy Maloney  
ABC Family Media Relations  
(818) 973-4138

Quinn Solomon  
Aéropostale  
(646) 452.1820