

# Bloomberg

## **TRANS WORLD ENTERTAINMENT NAMES MICHAEL FEURER AS CHIEF EXECUTIVE OFFICER**

**SEPTEMBER 3, 2014**

ALBANY, N.Y. - Trans World Entertainment Corporation today announced the appointment of Michael Feurer as its Chief Executive Officer. Mr. Feurer has an extensive retail background with wide and direct experience including strategy, branding, merchandising, marketing, web, real estate, sourcing and production, planning and allocation. Mr. Feurer most recently served as Chief Executive Officer and President of Vanity Stores from 2012 to 2014. Mr. Feurer's prior experience includes 9 years at Coldwater Creek in various positions, including Senior Vice President Merchandising and Merchandise Operations and President, Strategic New Concepts. He also spent 10 years at the Gap where he was responsible for planning for their Japanese, European, and Canadian markets. Robert J. Higgins, the Company's founder, will continue to serve as Chairman of the Board.

"After spending considerable time with Mike, I am confident we have chosen the right candidate to lead our Company. He is passionate and driven and understands the opportunity Trans World has to be the destination for entertainment. I am confident that he will drive our operating results and increase shareholder value." stated Mr. Higgins. "I look forward to working with Mike." Mr. Higgins added.

"Trans World is a great place to work with many talented people, a history of success and significant potential," said Mr. Feurer. "The Company has made considerable progress towards its strategic vision of becoming all things entertainment and I am excited to lead the Company in the next phase of the transition."

Mr. Feurer, along with his wife and two children will be relocating to the Albany area.

Trans World Entertainment is a leading specialty retailer of entertainment products, including video, music, trend, electronics, video games and related products. The Company operates retail stores in the United States and Puerto Rico, primarily under the names f.y.e. for your entertainment and Suncoast and on the web at [www.fye.com](http://www.fye.com), [www.wherehouse.com](http://www.wherehouse.com), and [www.secondspin.com](http://www.secondspin.com).