

FOR IMMEDIATE RELEASE

Perry Ellis International Hurricane Relief Effort Emphasizes “We’re in it With You”

MIAMI, Florida (November 2012) – Perry Ellis International, Inc. (PEI) the company behind such brands as Perry Ellis, Original Penguin, Laundry by Shelli Segal, Rafaella, licensed Callaway golf apparel, and many others, knows a lot about natural disaster recovery. With headquarters in Miami, Florida and global offices around the world (including locations in New York and New Jersey), dealing with the aftermath of storms like Hurricane Andrew, Katrina, Wilma, and now Sandy, PEI has learned how to overcome these challenges, quickly, efficiently and with great resilience.

Being the start of what may be a long, cold winter, facing a nor’easter which threatens an onslaught of blizzards and plummeting temperatures, and receiving valuable feedback from associates affected in the area, PEI knew that just food, water, diapers and dollars were not going to be enough to keep people without power, heat or shelter warm through the season. Winter clothing had to be provided, and soon. So immediately, PEI dug into its current New Jersey warehouse supply and pulled Perry Ellis jackets for distribution throughout the area. And that was just the start.

Simultaneously, PEI associates in Miami pulled together a Hurricane Sandy Relief Effort, utilizing the company’s global customer database, asking for assistance in making a difference. Through channels like e-mail and social media brand fans were asked to donate coats, jackets and other warm clothing while PEI offered a match incentive. For every item received, the company would donate new outerwear up to 5,000 total pieces. An internal collection program was also created throughout other PEI offices, including Miami, Tampa, New York, Los Angeles and others, in order for associates to participate in the matched clothing drive.

“I am truly inspired by the people I work with. It is a great honor not only to be their leader but to be their colleague,” said George Feldenkreis, Chairman and Chief Executive Officer of Perry Ellis International. “I want to thank each and every individual helping to bring this together, providing much-needed warm apparel for those affected by this terrible tragedy.”

Partnering with Port Logistics Group, PEI’s New Jersey warehouse and inventory management company, the Atlantic City Rescue Mission and Chabad Lubavitch of Staten Island, clothing donations will be accepted from now until November 16th in order to speed up donations and distribute all goods before Thanksgiving. Located at 125 Castle Road, Secaucus, NJ, 07094, donations will be accepted via mail or in-person between 9am-5pm. Packages should be clearly marked Attn: Hurricane Relief Effort.

The first email to consumers blasted last Friday, November 9th giving people a heads-up to start gathering items while final donation details were being hammered out. With Port Logistics Group’s warehouses damaged, associates worked throughout the weekend to bring the 125 Castle location up and running in order to handle the influx. On Wednesday, November 7th, a follow-up email with address, times and outreach partners was released to the company’s www.perryellis.com, www.originalpenguin.com, www.rafaellasportswear.com, www.cubavera.com

and www.candccalifornia.com fan base with the subject line "Hurricane Sandy Relief. Share Your Warmth, We'll Match It."

"Like everyone in the region, we, along with our associates, are facing these challenges together. As we have before, we have weathered the storm, now we will rise above its aftermath together," continued Mr. Feldenkreis. "We have associates who have lost their homes and the memories within it, yet are using all the strength they have to help others in need, and others driving sixty miles out of their way to pick up colleagues who are stranded with no means of transportation. The altruism I am witnessing is extremely moving. It makes me proud to be part of such an inspiring team."

The company's Perry Ellis and Cubavera full-price and outlet stores also jumped on board with the relief effort with an at-register donation option. From now until December 31, 2012, customers have the opportunity to donate any amount to sufferers of this unfortunate tragedy. For their generosity, donors will receive 10% off their purchase with donation of \$5 or more. 100% of the funds collected will be donated to the American Red Cross Disaster Fund.

The Original Penguin Bryant Park location in Manhattan (1077 Avenue of the Americas at 41st street) is also hosting an in-store benefit on November 15th from 5-8pm where 10% of sales will go to the Hurricane Sandy Relief Fund. Please call 646-443-3520 for more information and directions to this event.

For more information on Perry Ellis International, Inc. (NASDAQ: PERY) and this relief effort, visit: www.PERY.com.

Information on our outreach partners can be found at: www.portlogisticsgroup.com, www.arescuemission.org and www.chabadrelief.org

About Perry Ellis International

Perry Ellis International, Inc. is a leading designer, distributor and licensor of a broad line of high quality men's and women's apparel, accessories and fragrances, as well as select children's apparel. The Company's collection of dress and casual shirts, golf sportswear, sweaters, dress pants, casual pants and shorts, jeans wear, active wear, dresses and men's and women's swimwear is available through all major levels of retail distribution. The Company, through its wholly owned subsidiaries, owns a portfolio of nationally and internationally recognized brands, including: Perry Ellis®, Jantzen®, Laundry by Shelli Segal®, C&C California®, Rafaella®, Cubavera®, Ben Hogan®, Centro®, Solero®, Munsingwear®, Savane®, Original Penguin® by Munsingwear®, Grand Slam®, Natural Issue®, Pro Player®, the Havanera Co.®, Axis®, Gotcha®, Girl Star®, MCD®, John Henry®, Mondo di Marco®, Redsand®, Manhattan®, Axist®, Farah®, Anchor Blue® and Miller's Outpost®. The Company enhances its roster of brands by licensing trademarks from third parties, including: Nike® and Jag® for swimwear, and Callaway®, PGA TOUR® and Champions Tour® for golf apparel. Additional information on the Company is available at <http://www.pery.com>.

Safe Harbor Statement

We caution readers that the forward-looking statements (statements which are not historical facts) in this release are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are based on current expectations rather than historical facts and they are indicated by words or phrases such as "anticipate," "could," "may," "might," "potential," "predict," "should," "estimate," "expect," "project," "believe," "plan,"

"envision," "continue," "intend," "target," "contemplate," or "will" and similar words or phrases or comparable terminology. We have based such forward-looking statements on our current expectations, assumptions, estimates and projections. While we believe these expectations, assumptions, estimates and projections are reasonable, such forward-looking statements are only predictions and involve known and unknown risks and uncertainties, and other factors that may cause actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements, many of which are beyond our control. These factors include: general economic conditions, a significant decrease in business from or loss of any of our major customers or programs, anticipated and unanticipated trends and conditions in our industry, including the impact of recent or future retail and wholesale consolidation, the effectiveness of our planned advertising, marketing and promotional campaigns, our ability to contain costs, disruptions in the supply chain, our future capital needs and our ability to obtain financing, our ability to integrate acquired businesses, trademarks, trade names and licenses, our ability to predict consumer preferences and changes in fashion trends and consumer acceptance of both new designs and newly introduced products, the termination or non-renewal of any material license agreements to which we are a party, changes in the costs of raw materials, labor and advertising, our ability to carry out growth strategies including expansion in international and direct to consumer retail markets, the level of consumer spending for apparel and other merchandise, our ability to compete, exposure to foreign currency risk and interest rate risk, possible disruption in commercial activities due to terrorist activity and armed conflict, and other factors set forth in Perry Ellis International's filings with the Securities and Exchange Commission. Investors are cautioned that all forward-looking statements involve risks and uncertainties, including those risks and uncertainties detailed in Perry Ellis' filings with the SEC. You are cautioned not to place undue reliance on these forward-looking statements, which are valid only as of the date they were made. We undertake no obligation to update or revise any forward-looking statements to reflect new information or the occurrence of unanticipated events or otherwise.

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