

dELiA*s, INC.

BOARD OF DIRECTORS

**Policy Regarding
Shareholder Communications with the
Board of Directors**

The Board of Directors (the “Board”) of dELiA*s, Inc. (the “Company”) believes it is in the best interest of the Company and its shareholders to maintain a policy of open communication between the Company’s shareholders and the Board. Accordingly, the Board has adopted the following procedures for shareholders who wish to communicate with the members of the Board:

Shareholders who wish to communicate with the Board as a whole, with any committee of the Board, with the non-management members of the Board as a group, or with specified non-management directors should do so by sending any communication to dELiA*s, Inc. Board of Directors, c/o General Counsel, 435 Hudson Street, 3rd Floor, New York, NY 10014, or by sending an email to legal@deliasinc.com.

Any such communication must state the number of shares beneficially owned by the shareholder making the communication. The General Counsel will forward such communication to the full Board, a Board committee, the non-management directors or to any individual non-management director or directors, in each case to whom the communication is directed, unless the communication is unduly hostile, threatening, illegal or similarly inappropriate, or is not related to the duties and responsibilities of the Board, in which case the General Counsel shall have the authority to discard the communication or take appropriate legal action regarding the communication.

Proposals submitted by shareholders for inclusion in the Company’s annual proxy statement, and proposals submitted by shareholders for presentation at the Company’s annual shareholders meeting but not in the Company’s proxy statement, will not be considered shareholder communications under this policy and will be handled by the Company’s Secretary in accordance with the provisions of the Company’s by-laws.