



June 5, 2014

Vera Bradley Products to be Sold at Macy's

FORT WAYNE, Ind., June 5, 2014 (GLOBE NEWSWIRE) -- Vera Bradley, Inc. (Nasdaq:VRA) ("Vera Bradley" or the "Company") today announced that its products will be sold at select Macy's locations.

By mid-July, Macy's will offer a selection of Vera Bradley handbags, totes, and accessories in approximately 70 locations across the country.

"We are excited about our new relationship with Macy's," noted Robert Wallstrom, Chief Executive Officer of Vera Bradley. "Department stores are the number one destination for handbag purchasing, and Macy's will be a great place to showcase our products, especially as we launch our leather and faux leather collections. This important relationship will allow us to introduce Vera Bradley to new customers and broaden our geographic reach."

About Vera Bradley, Inc.

Vera Bradley, Inc. is a leading designer of women's handbags and accessories, luggage and travel items, eyewear, stationery and gifts. Founded in 1982 by friends Barbara Bradley Baekgaard and Patricia R. Miller, the brand's iconic designs and versatile styles offer women of all ages a colorful way to accessorize. Vera Bradley offers a unique, multi-channel sales model as well as a focus on service and a high level of engagement with fans. The Company's products are currently sold through its own stores, on verabradley.com, in Dillard's and Von Maur department stores and in independent retail stores across the country. Fiscal 2014 net revenues totaled approximately \$536 million. The Company's commitment to breast cancer research continues to increase its reach through the Vera Bradley Foundation for Breast Cancer. For more information about Vera Bradley (Nasdaq:VRA), visit www.verabradley.com/mediaroom.

Vera Bradley Safe Harbor Statement

Certain statements in this release are "forward-looking statements" made pursuant to the safe-harbor provisions of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements reflect the Company's current expectations or beliefs concerning future events and are subject to various risks and uncertainties that may cause actual results to differ materially from those that we expected, including: possible adverse changes in general economic conditions and their impact on consumer confidence and spending; possible inability to predict and respond in a timely manner to changes in consumer demand; possible loss of key management or design associates or inability to attract and retain the talent required for our business; possible inability to maintain and enhance our brand; possible inability to successfully implement our growth strategies or manage our growing business; possible inability to successfully open new stores as planned; and possible inability to sustain levels of comparable-store sales. For a discussion of these and other risks and uncertainties that could cause actual results to differ materially from those contained in our forward-looking statements, please refer to "Risk Factors" in Part I, Item 1A of our Annual Report on Form 10-K for the fiscal year ended February 1, 2014. We undertake no obligation to publicly update or revise any forward-looking statement. Financial schedules are attached to this release.

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