



February 19, 2015

## Photo Release -- Meryl Davis Named Vera Bradley Celebrity Ambassador

FORT WAYNE, Ind., Feb. 19, 2015 (GLOBE NEWSWIRE) -- Today, Vera Bradley announces its first celebrity ambassador - 2014 Olympic Ice Dancing Gold Medalist, Meryl Davis. The brand, known for its colorful collection of handbags, travel items and accessories identified Meryl Davis as someone who embodies the spirit of the Vera Bradley brand.

Photos accompanying this release are available at

<http://www.globenewswire.com/newsroom/prs/?pkgid=30861>

<http://www.globenewswire.com/newsroom/prs/?pkgid=30862>

"Meryl Davis is a natural fit for Vera Bradley," says Angel Ilagan, Chief Marketing Officer. "She is inspiring and accomplished, but also very approachable and lighthearted. As a multifaceted young woman who is a student, world-traveler, dancer and Olympic athlete, she will connect well with the Vera Bradley woman."

As the national brand ambassador, Davis will share her passion for Vera Bradley with fans and bring additional awareness to the brand through events, digital advertising, social media and public relations efforts.

"I'm excited to partner with a brand that is near and dear to my heart," says Meryl Davis. "As a Michigan native, I grew up carrying Vera Bradley, and I love seeing how the company has grown in the fashion world while staying true to its heritage."

\*Vera Bradley Sponsorship Tune in Alert - See Meryl Davis perform in the Colgate Skating Series on ABC VISIONWORKS SHALL WE DANCE ON ICE PRESENTED BY VERA BRADLEY

Saturday, February 21, 2015 with a repeat broadcast Saturday, March 7, 2015

4:00pm-6:00pm EST / 3:00pm-5:00pm CST / 2:00pm-4:00pm MST & PST

**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. 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](http://www.verabradley.com/mediaroom).

The photos are also available at Newscom, [www.newscom.com](http://www.newscom.com), and via AP PhotoExpress.

CONTACT: Melissa Schenkel, [mschenkel@verabradley.com](mailto:mschenkel@verabradley.com), 260.207.5176

Meryl Davis, 2014 Olympic Ice Dancing Champion

2014 Olympic Ice Dancing Champion, Meryl Davis and Barbara Bradley Baekgaard, Vera Bradley Cofounder.