



Vera Bradley Files Form S-1 for Secondary Public Offering

FORT WAYNE, Ind., April 1, 2011 (GLOBE NEWSWIRE) -- Vera Bradley, Inc. (Nasdaq:VRA), a leading designer, producer, marketer and retailer of accessories, handbags and travel and leisure items, announced today that it plans a public offering of 5,169,960 shares of common stock by certain of its shareholders. The selling shareholders intend to grant the underwriters an over-allotment option for up to 775,494 additional shares of common stock.

Robert W. Baird & Co. and Piper Jaffray & Co. will act as joint book-running managers for the offering.

A registration statement relating to these securities has been filed with the Securities and Exchange Commission but has not yet become effective. These securities may not be sold nor may offers to buy be accepted prior to the time the registration statement becomes effective. The offering will be made only by means of the written prospectus that will form part of the effective registration statement. This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such an offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

Copies of the preliminary prospectus relating to the securities may be obtained free of charge, when available, by visiting the SEC website at www.sec.gov.

About Vera Bradley: Friends Barbara Bradley Baekgaard and Patricia R. Miller founded Vera Bradley in 1982. Vera Bradley accessories, handbags, travel and paper & gift items have recently been spotted on: *Desperate Housewives*, *Brothers and Sisters*, *Entourage*, *Modern Family* and in over 20 feature-length films as well as in celebrity gift lounges surrounding the 2010 Tony Awards, 2009 Daytime Emmys and 2009 Primetime Emmys. Today, Vera Bradley is sold through 3,300 specialty stores as well as 35 Vera Bradley stores nationwide. Visit www.verabradley.com for a store near you or to learn more.

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