



Vera Bradley Announces Pricing of Its Initial Public Offering

FORT WAYNE, Ind., Oct. 21, 2010 (GLOBE NEWSWIRE) -- Vera Bradley, Inc. (Nasdaq:[VRA](#)) announced today that it has priced its initial public offering of 11,000,000 shares of its common stock at \$16.00 per share. Vera Bradley has agreed to sell 4,000,000 shares and selling shareholders have agreed to sell 7,000,000 shares. The shares will be listed on the Nasdaq Global Select Market under the symbol "VRA" and will begin trading today. In addition, the underwriters have a 30-day option to purchase up to 1,650,000 additional shares from the selling shareholders at the initial public offering price to cover over-allotments, if any. Vera Bradley, Inc. will not receive any proceeds from the sale of shares by the selling shareholders.

Robert W. Baird & Co. Incorporated and Piper Jaffray & Co. acted as joint book-running managers for the offering. Wells Fargo Securities, LLC, KeyBanc Capital Markets Inc. and Lazard Capital Markets acted as co-managers of the offering.

The offering of these securities will be made only by means of a prospectus. A copy of the final prospectus related to the offering may be obtained by contacting: Robert W. Baird & Co. Incorporated, Attention: Syndicate Department, 777 E. Wisconsin Avenue, Milwaukee, WI 53202, telephone: 800-792-2413 or email syndicate@rwbaird.com; or Piper Jaffray & Co., Attention: Prospectus Department, 800 Nicollet Mall, Suite 800, Minneapolis, MN 55402, telephone: 800-747-3924 or email: prospectus@pjc.com.

A registration statement relating to these securities was declared effective by the Securities and Exchange Commission on October 20, 2010. This press release shall not constitute an offer to sell or a 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.

About Vera Bradley

Friends Barbara Bradley Baekgaard and Patricia R. Miller founded Vera Bradley in 1982. Today, Vera Bradley is sold through 3,300 specialty stores as well as 35 Vera Bradley stores nationwide. 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. Visit www.verabradley.com for a store near you or to learn more.

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