

Vera Bradley, Inc.
E-Commerce Net Revenues

From time to time, the Company has provided information regarding its e-commerce revenues to the market in its quarterly earnings calls and its filings with the Securities and Exchange Commission. The following table presents this information in a more concise and understandable format. All of the information in the table is included in, or may be derived from, the Company's publicly available information.

Vera Bradley, Inc.
Supplemental Information
Net Revenues (E-Commerce)
(\$ in thousands)
(unaudited)

		Fiscal Year 2012	
		First	Second
		Quarter	Quarter
Net revenues (e-commerce)		\$ 17,212	\$ 22,738
Percentage of total net revenues		17.0%	21.9%

		Fiscal Year 2011			
		First	Second	Third	Fourth
		Quarter	Quarter	Quarter	Quarter
Net revenues (e-commerce)		\$ 12,813	\$ 17,472	\$ 17,921	\$ 32,935
Percentage of total net revenues		15.1%	21.8%	19.6%	30.1%

		Fiscal Year 2010			
		First	Second	Third	Fourth
		Quarter	Quarter	Quarter	Quarter
Net revenues (e-commerce)		\$ 10,357	\$ 12,471	\$ 12,480	\$ 22,993
Percentage of total net revenues		14.5%	20.9%	17.2%	27.0%