



Vera Bradley Enhances Leadership Team

FORT WAYNE, Ind., Feb. 7, 2012 (GLOBE NEWSWIRE) -- Vera Bradley, internationally known designer of handbags, travel, stationery, gifts and accessories, announces a promotion and a new hire.

Joan Maxwell is elevated to the role of **Vice President of Merchandising** from Senior Director of Merchandising. Maxwell has been a member of the Vera Bradley team since 2002. She was instrumental in developing the Vera Bradley Merchandising Program, providing the company's 3,000 plus retail partners an enhanced foundation for featuring the brand. Maxwell obtained extensive experience in retail merchandising with Donna Karan Hosiery, Eileen West, I. Magnin and Bloomingdale's.

Maxwell holds a BS in marketing from Miami University.

Maxwell's role will be to facilitate the development and execution of Vera Bradley's merchandising strategies for new seasons, categories and collections. She will ensure that the merchandise assortment continues to resonate with Vera Bradley's customers based on brand & growth strategies, consumer research and market trends.

Lisa Mis joins Vera Bradley as **Vice President of Global Sourcing**. Having most recently held the title of VP of Global Production at Banana Republic, Mis also has previous experience with Disney Stores and MAST Industries.

Mis holds a BS in textile production management and an Associate of Applied Science in fashion buying and merchandising from the Fashion Institute of Technology.

Mis will be responsible for leading Vera Bradley's global sourcing team, focused on strategically improving the company's sourcing flexibility while continuing to meet desired service levels, quality metrics and social and ethical responsibility criteria.

"Vera Bradley is known for its distinctive lifestyle products, and we have significant opportunities to grow by expanding our product portfolio," said Mike Ray, CEO. "Joan and Lisa have terrific industry experience, are the perfect complement to our outstanding Design Team, and will further enhance our product development capabilities. We're fortunate to have them."

About Vera Bradley

Vera Bradley infuses color into all aspects of women's lives with vibrant handbags, accessories, luggage, eyewear, travel items and gifts. Founded in 1982 by Barbara Bradley Baekgaard and Patricia R. Miller, the brand inspires women to "be colorful" with designs that reflect their personal style. Today, you'll find Vera Bradley accessories in 52 retail stores in the U.S., 8 outlet stores, 3,400 specialty retailers and online at verabradley.com. Vera Bradley employs 2,200 and fiscal 2011 sales were \$366 million. The company's commitment to breast cancer research continues to expand through the Vera Bradley Foundation for Breast Cancer. For more information about Vera Bradley (Nasdaq:VRA), visit www.verabradley.com/mediaroom.

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