



2020 Vera Bradley Annual Outlet Sale Rescheduled Due To COVID19 Concerns

March 16, 2020

Annual Sale rescheduled for April 7 – April 11, 2021 in Fort Wayne, Indiana

FORT WAYNE, Ind., March 16, 2020 (GLOBE NEWSWIRE) -- Vera Bradley, Inc. (NASDAQ: VRA; “Vera Bradley” or the “Company”), a leading American bag and luggage company and iconic lifestyle brand, today announced its Annual Outlet Sale (the “Sale”), scheduled for April 15 – 19, 2020 in Fort Wayne, Indiana, has been rescheduled due to concerns surrounding the COVID-19 pandemic.

Rob Wallstrom, Vera Bradley’s Chief Executive Officer, commented, “Our Annual Outlet Sale attracts tens of thousands of loyal Vera Bradley fans from across the country and around the world to our hometown each year. We have been diligently monitoring the COVID-19 situation and following guidance from federal, state and local agencies, including the Centers for Disease Control & Prevention and World Health Organization. With the outbreak now declared a pandemic, we believe putting the health and well-being of our customers, event staff and volunteers, associates and community-at-large first is absolutely the right decision.”

Tickets purchased for the 2020 Annual Outlet Sale will automatically be good for the same day and session of the rescheduled event, which will take place April 7 – 11, 2021 at the Allen County War Memorial Coliseum in Fort Wayne, Indiana. Customers who are unable to attend next year’s Sale have the option to submit a refund request via Ticketmaster by April 6, 2021. Additional tickets for the 2021 Vera Bradley Annual Outlet Sale will go on sale February 3, 2021.

For more information, visit www.verabradley.com/annualsale.

ABOUT VERA BRADLEY

Vera Bradley is a leading designer of women’s handbags, luggage and travel items, fashion and home accessories, and unique gifts. Founded in 1982 by friends Barbara Bradley Baekgaard and Patricia R. Miller, the brand’s innovative designs, iconic patterns, and brilliant colors continue to inspire and connect women unlike any other brand in the global marketplace. Vera Bradley offers a multi-channel sales model as well as a focus on service and a high level of customer engagement. The Company’s commitment to bringing more beauty into women’s lives includes its dedication to breast cancer research through the Vera Bradley Foundation for Breast Cancer.

In July 2019, Vera Bradley acquired a 75% interest in Creative Genius, Inc., which also operates under the name Pura Vida Bracelets (“Pura Vida”). Pura Vida, based in La Jolla, California, is a rapidly growing, digitally native, and highly engaging lifestyle brand that deeply resonates with its loyal consumer following. The Pura Vida brand has a differentiated and expanding offering of bracelets, jewelry, and other lifestyle accessories.

For more information about Vera Bradley, visit www.verabradley.com or follow the brand @VeraBradley on Twitter and Instagram.

CONTACTS

Vera Bradley Investors:

Julia Bentley, VP of Investor Relations and Communications

jbentley@verabradley.com

(260) 207-5116

Vera Bradley Media:

877-708-VERA (8372)

Mediacontact@verabradley.com