



August 4, 2015

Vera Bradley Announces Reporting Date for Fiscal Year 2016 Second Quarter Results

FORT WAYNE, Ind., Aug. 4, 2015 (GLOBE NEWSWIRE) -- Vera Bradley, Inc. (Nasdaq:VRA) ("Vera Bradley" or the "Company") today announced that it plans to report results for the second quarter ended August 1, 2015 at 8:00 a.m. Eastern Time on Wednesday, September 2, 2015.

The Company will host a conference call to discuss its financial results at 9:30 a.m. Eastern Time that same day. A live webcast of the conference call will be available on the Investor Relations section of the Company's website, www.verabradley.com. Alternatively, interested parties may dial into the call at (877) 723-9523, and enter the access code 8266035. A replay of the call will be available shortly after the conclusion of the call and remain available through September 16, 2015. To access the recording, listeners should dial (877) 870-5176, and enter the access code 8266035.

About Vera Bradley, Inc.

Vera Bradley is a leading designer of women's handbags and accessories, luggage and travel items, eyewear, stationery and gifts. Founded in 1982 by friends Barbara Bradley Baekgaard and Patricia R. Miller, the brand's iconic designs and versatile styles offer women of all ages a colorful way to accessorize. Vera Bradley offers a unique, multi-channel sales model as well as a focus on service and a high level of customer engagement. Fiscal 2015 net revenues totaled approximately \$509 million.

The Company's commitment to breast cancer research continues to increase its reach 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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