



Vera Bradley Announces Reporting Date for Fiscal Year 2012 Second Quarter Results

FORT WAYNE, Ind., Aug. 17, 2011 (GLOBE NEWSWIRE) -- Vera Bradley, Inc. (Nasdaq:VRA) announced today that it plans to report its fiscal year 2012 second quarter results on Tuesday, August 30, 2011, after the market closes. The Company also plans to hold a conference call to discuss its financial results the same day at 4:30 p.m. ET.

A live webcast of the conference call will be available in the investor relations section of the Company's website, www.verabradley.com.

In addition, a replay of the call will be available shortly after the conclusion of the call and remain available until September 13, 2011. To access the telephone replay, listeners should dial (877) 870-5176. The access code for the replay is 3644247. A replay of the webcast will also be available within two hours of the conclusion of the call and will remain on the website for ninety days.

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 and 49 Vera Bradley stores nationwide. Vera Bradley accessories, handbags, and travel and paper & gift items have recently been spotted on *Desperate Housewives*, *Brothers and Sisters*, *Entourage*, and *Modern Family*, and in over 20 feature-length films. Visit www.verabradley.com for a store near you or to learn more.

CONTACT: Vera Bradley Public Relations:

Mediacontact@verabradley.com

877-708 VERA (8372)

Investor Relations:

Paul G. Blair

260-207-5183

Pblair@verabradley.com

Joseph Teklits/Jean Fontana

ICR, Inc.

203-682-8200

Jean.fontana@icrinc.com