



May 29, 2013

## **Vera Bradley Announces Participation in the Piper Jaffray 33rd Annual Consumer Conference**

FORT WAYNE, Ind., May 29, 2013 (GLOBE NEWSWIRE) -- Vera Bradley, Inc. (Nasdaq:VRA) announced today that the company will be presenting at the Piper Jaffray 33<sup>rd</sup> Annual Consumer Conference held at The New York Palace Hotel in New York City on Wednesday, June 12, 2013, at 11:15 am Eastern Time. Michael Ray, Chief Executive Officer, Roddy Mann, Executive Vice President of Strategy and Business Development, and Kevin Sierks, Interim CFO, will host the presentation. The format will be a "fireside chat" with Piper Jaffray equity analysts.

The audio portion of the presentation will be webcast live at [www.verabradley.com](http://www.verabradley.com) under the Investor Relations section. An archived replay will be available two hours after the conclusion of the live event.

### **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. As of May 4, 2013, Vera Bradley accessories can be found in 72 retail stores in the U.S., 13 outlet stores, more than 3,000 specialty retailers and online at [verabradley.com](http://verabradley.com). Vera Bradley employs approximately 2,400 and the company's fiscal 2013 sales were \$541 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](http://www.verabradley.com/mediaroom).

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