



April 17, 2014

Vera Bradley Announces Two Key Hires -- VP, Merchandising and VP, Global Production

FORT WAYNE, Ind., April 17, 2014 (GLOBE NEWSWIRE) -- Vera Bradley, Inc. (Nasdaq:VRA) ("Vera Bradley" or the "Company") today announced two key additions to its management team. Rosemary Ricketts will join the Company as Vice President, Merchandising on April 21, and Steve Bohman will join the Company as Vice President, Global Production on April 28.

Sue Fuller, Chief Merchandising Officer of Vera Bradley, noted, "Rosemary and Steve will be great additions to the Vera Bradley team and will be key players in driving our growth as we execute our comprehensive five-year strategic plan."

Ricketts brings with her more than 30 years of experience in the retail and merchandising industry. She has served as Executive Director, North America Fashion and Home Commercial Marketing for Avon since 2011. Prior to that, she held various merchandising and product development positions of increasing responsibility with companies such as Kohl's, Target, The Disney Store and Dillard's. In her new role, Rosemary will manage the seasonal assortment planning process and will work cross-functionally with the Company's product design, marketing and sales teams to bring Vera Bradley product to market.

Bohman is a seasoned sourcing executive with over 25 years of experience who has a proven track record of reducing costs and improving efficiencies. Steve most recently served as Vice President of Global Sourcing for Radio Shack. Prior to Radio Shack, he held various sourcing, supply chain strategy and merchandising roles with companies such as Under Armour and J.C. Penney. Steve will be charged with leading the development and implementation of Vera Bradley's global sourcing strategy to support the Company's evolving merchandising initiatives.

Both Ricketts and Bohman will report directly to Fuller and will be based in Fort Wayne.

About Vera Bradley, Inc.

Vera Bradley, Inc. 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 engagement with fans. Fiscal 2014 net revenues totaled approximately \$536 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.

Vera Bradley Safe Harbor Statement

Certain statements in this release are "forward-looking statements" made pursuant to the safe-harbor provisions of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements reflect the Company's current expectations or beliefs concerning future events and are subject to various risks and uncertainties that may cause actual results to differ materially from those that we expected, including: possible adverse changes in general economic conditions and their impact on consumer confidence and spending; possible inability to predict and respond in a timely manner to changes in consumer demand; possible loss of key management or design associates or inability to attract and retain the talent required for our business; possible inability to maintain and enhance our brand; possible inability to successfully implement our growth strategies or manage our growing business; possible inability to successfully open new stores as planned; and possible inability to sustain levels of comparable-store sales. For a discussion of these and other risks and uncertainties that could cause actual results to differ materially from those contained in our forward-looking statements, please refer to "Risk Factors" in Part I, Item 1A of our Annual Report on Form 10-K for the fiscal year ended February 1, 2014. We undertake no obligation to publicly update or revise any forward-looking statement. Financial schedules are attached to this release.

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