



February 23, 2016

## **Vera Bradley to Present at Telsey Advisory Group Consumer Conference in NYC**

FORT WAYNE, Ind., Feb. 23, 2016 (GLOBE NEWSWIRE) -- Vera Bradley, Inc. (Nasdaq:VRA) ("Vera Bradley" or the "Company") today announced that it will participate in the Telsey Advisory Group 8<sup>th</sup> Annual Spring Consumer Conference on Wednesday, March 23 at The Intercontinental Times Square in New York City.

The Company's formal presentation by Chief Executive Officer Robert Wallstrom is scheduled for Wednesday, March 23, 2016 at 8:10 a.m. ET. An audio web cast of the presentation may be accessed at <http://wsw.com/webcast/tag15/vra>. A replay of the audio webcast will be available on the Vera Bradley Investor Relations website at <http://investors.verabradley.com/events.cfm>.

### **About Vera Bradley**

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 every look.

Vera Bradley offers a unique, multi-channel sales model as well as a focus on service and a high level of customer engagement. The Company sells its products through two reportable segments: Direct and Indirect. The Direct business consists of sales of Vera Bradley products through the Company's full-line and factory outlet stores in the United States, [verabradley.com](http://verabradley.com), eBay and its annual outlet sale in Fort Wayne, Indiana. The Indirect business consists of sales of Vera Bradley products to approximately 2,700 specialty retail locations, substantially all of which are located in the United States, as well as select department stores, national accounts, third party e-commerce sites, its wholesale business in Japan and third-party inventory liquidation. 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](http://www.verabradley.com/mediaroom).

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