



## Vera Bradley Announces Participation in the 14th Annual ICR XChange Conference

FORT WAYNE, Ind., Jan. 5, 2012 (GLOBE NEWSWIRE) -- Vera Bradley, Inc. (Nasdaq:VRA) announced today that the company will be presenting at the 14th Annual ICR XChange Conference held at the Fontainebleau Hotel in Miami Beach, Florida on Wednesday, January 11, 2012 at 1:35 pm Eastern Standard Time. Michael Ray, Chief Executive Officer, Jeffrey Blade, Chief Financial and Administrative Officer, and Roddy Mann, Executive Vice President of Strategy and Business Development will host the presentation.

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. Today, you'll find Vera Bradley accessories in 48 retail stores in the U.S., 8 outlet stores, 3,400 specialty retailers and online at [verabradley.com](http://verabradley.com). Vera Bradley's fiscal 2011 sales were \$366 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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