

Vera Bradley, Inc.
Supplemental Information
Reconciliation of GAAP to Non-GAAP Financial Measures
(\$ in thousands)
(unaudited)

	Thirteen Weeks
	Ending
	July 31,
	2010
	<hr/>
Selling, general, and administrative expenses	\$ 38,697
<i>Adjustments</i>	
Stock-based compensation expense related to restricted-stock awards	(87)
Bonus compensation expense related to restricted-stock awards	(6,132)
Adjusted selling, general, and administrative expenses	<hr/> <u>\$ 32,478</u>