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## Photo Release -- Vera Bradley Baby Collection Now Available

### Baby Collection Launches in Conjunction With Exclusive Tiny Prints Stationery Line

FORT WAYNE, Ind., March 14, 2013 (GLOBE NEWSWIRE) -- Vera Bradley Designs, Inc. (Nasdaq:VRA) is adding to its family. After nearly 31 years as a handbag, accessory and gift designer and retailer, Vera Bradley is launching a [Baby collection](#). Vera Bradley Baby is now available at Vera Bradley retail stores, participating retail partners, and [verabradley.com](http://www.verabradley.com). Additionally, the Vera Bradley for Tiny Prints baby stationery debuts today and is sold exclusively on Tiny Prints at <http://www.tinyprints.com/verabradley/>.

Photos accompanying this release are available at <http://www.globenewswire.com/newsroom/prs/?pkgid=17594> and <http://www.globenewswire.com/newsroom/prs/?pkgid=17595>.

Vera Bradley Baby includes apparel items, baby gifts and several [baby bag](#) styles. Customers also have the ability to personalize two items, the [Plush Blanket](#) and [Lovey Bunny](#) with initials or a name.

"Baby is a natural fit for Vera Bradley," said Barbara Bradley Baekgaard, co-founder and chief creative officer. "We have an annual baby shower at our company to celebrate our employees who have had babies that year. Our fans love sharing Vera Bradley, and Vera Bradley Baby is another gift giving opportunity."

Vera Bradley is also partnering with the leading premium online stationery boutique, [Tiny Prints](#), to offer a collection of stylish baby stationery including personalized [baby shower invitations](#), [birth announcements](#), [thank you notes](#), and [address labels](#), that showcase Vera Bradley's colorful prints and designs. Vera Bradley customers will enjoy Tiny Prints white glove service, which includes the ability to work one-on-one with a stationery designer, choice of many premium paper options and always 100% perfection guaranteed.

"At Tiny Prints, we know personalized baby stationery becomes a lasting memento of precious newborn moments," said Laura Ching, chief design officer at Tiny Prints. "The new Vera Bradley for Tiny Prints baby collection is a bright and colorful collection that many parents will enjoy sharing with loved ones."

#### 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. Vera Bradley employs 2400. 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 [verabradley.com/mediaroom](http://www.verabradley.com/mediaroom).

These photos are also available via AP PhotoExpress.

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Vera Bradley Baby is available at <http://www.verabradley.com>.

Vera Bradley for Tiny Prints available at <http://www.tinyprints.com>.