



Vera Bradley Announces Underwriters' Exercise of Over-Allotment Option

FORT WAYNE, Ind., Oct. 22, 2010 (GLOBE NEWSWIRE) -- Vera Bradley, Inc. (Nasdaq:VRA) announced today that in connection with its initial public offering, the underwriters have exercised in full their option to purchase an additional 1,650,000 shares from certain selling shareholders to cover over-allotments. As a result, the total initial public offering size is 12,650,000 shares, which consists of 4,000,000 shares to be sold by Vera Bradley and 8,650,000 shares to be sold by the selling shareholders. The 12,650,000 shares in the offering are being sold at a price to the public of \$16.00 per share. Vera Bradley, Inc. will not receive any proceeds from the sale of shares by the selling shareholders.

Robert W. Baird & Co. Incorporated and Piper Jaffray & Co. acted as joint book-running managers for the offering. Wells Fargo Securities, LLC, KeyBanc Capital Markets Inc. and Lazard Capital Markets acted as co-managers of the offering.

The offering of these securities will be made only by means of a prospectus. A copy of the final prospectus related to the offering may be obtained by contacting: Robert W. Baird & Co. Incorporated, Attention: Syndicate Department, 777 E. Wisconsin Avenue, Milwaukee, WI 53202, telephone: 800-792-2413 or email syndicate@rwbaird.com; or Piper Jaffray & Co., Attention: Prospectus Department, 800 Nicollet Mall, Suite 800, Minneapolis, MN 55402, telephone: 800-747-3924 or email: prospectus@pjc.com.

A registration statement relating to these securities was declared effective by the Securities and Exchange Commission on October 20, 2010. This press release shall not constitute an offer to sell or a solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such an offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

About Vera Bradley

Friends Barbara Bradley Baekgaard and Patricia R. Miller founded Vera Bradley in 1982. Today, Vera Bradley is sold through 3,300 specialty stores as well as 35 Vera Bradley stores nationwide. Vera Bradley accessories, handbags, travel and paper & gift items have recently been spotted on: *Desperate Housewives*, *Brothers and Sisters*, *Entourage*, *Modern Family* and in over 20 feature-length films. Visit www.verabradley.com for a store near you or to learn more.

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