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Vera Bradley Announces Participation in the Piper Jaffray 32nd Annual Consumer Conference

FORT WAYNE, Ind., May 30, 2012 (GLOBE NEWSWIRE) -- Vera Bradley, Inc. (Nasdaq:VRA) announced today that the company will be presenting at the Piper Jaffray 32nd Annual Consumer Conference held at the Le Parker Meridien Hotel in New York City on Wednesday, June 6, 2012 at 8:30 am Eastern 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 format will be a "fireside chat" with Piper Jaffray equity analysts.

The audio portion of the presentation will be webcast live at 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 55 retail stores in the U.S., 9 outlet stores, 3,300 specialty retailers and online at verabradley.com. Vera Bradley employs 2,000 and the company's fiscal 2012 sales were \$461 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, visit www.verabradley.com/mediaroom.

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