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## **Vera Bradley to Open New Store in Disney Springs**

### **First Vera Bradley Store at Walt Disney World Resort Coming Soon**

LAKE BUENA VISTA, Fla., March 04, 2016 (GLOBE NEWSWIRE) -- Vera Bradley (NASDAQ:VRA) will open its 112<sup>th</sup> full line store this May at Disney Springs, an outdoor shopping, dining and entertainment destination at the Walt Disney World Resort in Lake Buena Vista, FL.

Vera Bradley will open in the new *Town Center* neighborhood of Disney Springs, which will feature stores from several other well-known fashion and lifestyle brands. The shop is anticipated to open in May 2016.

The 2,395 square foot store is Vera Bradley's first shop at the Walt Disney World Resort and will include innovative design features that were exclusively custom-created for Disney Springs. The location will bring to life Vera Bradley's history and heritage in a new and unique way by celebrating its special style in an exciting and modern environment. A library of Vera Bradley patterns will be included, which will allow guests to remember their favorites while also selecting from many new and inventive fabrications and styles, some of which will be exclusively available at Disney Springs.

Celebrating American artistry, the store will display a collection of custom-created elements from around the country, including hand-blown glass lighting from Minnesota, steel crafted fixtures from Philadelphia and Massachusetts, and one-of-a-kind decorative books from Georgia. The showpiece of the store will feature seven oversized spools of thread that will illuminate the entrance, paying tribute to Vera Bradley's beginning when its first duffel bag was sewn together 34 years ago. The new store will showcase Vera Bradley's exciting and innovative Spring 2016 collections alongside its popular Disney-themed products.

"As a family destination that also has a beautifully-curated shopping experience, Disney Springs is the perfect location for our newest Vera Bradley retail location," said Robert Wallstrom, CEO of Vera Bradley. "Our mission is to surprise and delight our customer with the bright, playful colors and unique designs of our products and evoke happiness every time our customer visits our store. Vera Bradley and Disney are aligned in wanting to provide a joyful customer experience, and we are thrilled to join Disney Springs through this new store opening."

For more updates on Vera Bradley and their new Disney Springs location, follow us at @VeraBradley on Twitter and Instagram.

#### **About Vera Bradley, Inc.**

Vera Bradley is a leading designer of women's handbags, luggage and travel items, fashion and home accessories and unique gifts. Founded in 1982 by friends Barbara Bradley Baekgaard and Patricia R. Miller, the brand's innovative designs, iconic patterns and brilliant colors continue to inspire and connect women unlike any other brand in the global marketplace. The Company's commitment to bringing more beauty into women's lives includes its dedication to breast cancer research 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).

#### **About Disney Springs**

Disney Springs is a one-of-a-kind Disney experience, treating guests by day and night to great dining, shopping and entertainment amid beautiful open-air promenades, flowing springs and waterfront charm. Offering an air of sophisticated grace and design that harkens to Florida's waterfront towns at the turn-of-the-century, Disney Springs is home to four distinct, outdoor neighborhoods: The Landing, Town Center, Marketplace and West Side. Nearing completion in 2016, Disney Springs has been undergoing the largest expansion in its history to double and diversify its shopping, dining and entertainment offerings. Disney Springs is part of Walt Disney World Resort, the number one family vacation destination in the world, located in Lake Buena Vista, Florida.

PRESS CONTACT:

Avrielle Gallipoli

Lividini & Co.

avrielle@lividini.com  
646.443.2062