



November 18, 2014

Vera Bradley to Sponsor Shall We Dance on Ice on December 16 at the US Cellular Coliseum in Bloomington, Illinois

Maksim Chermkovskiy and 2014 Olympic Champions Meryl Davis and Charlie White to Perform

BLOOMINGTON, Ill., Nov. 18, 2014 (GLOBE NEWSWIRE) -- Vera Bradley, in conjunction with US Cellular Coliseum and Disson Skating, is pleased to announce its Presenting Sponsorship of "Shall We Dance on Ice." Vera Bradley, a leading designer of handbags and accessories, is sponsoring the show coming to Bloomington on Tuesday, December 16, 2014. This event will showcase a journey of dance through the ages with dancing and skating.

The "Shall We Dance on Ice" cast includes current and former professional dancers **Maksim Chermkovskiy, Sharna Burgess, Dmitry Chaplin, Chelsie Hightower and Louis Van Amstel**. The ice dancing cast includes 2014 Olympic Champions **Meryl Davis** and **Charlie White**, along with eight other top ice dancing couples.

Bella Thorne will perform and premiere the new single "Jersey" from her soon-to-be-released album.

Tickets range from \$45 to \$75 (not including applicable fees and taxes) and are on sale now. For information about the show, visit www.uscellularcoliseum.com or call the box office at (309) 434-2679.

Vera Bradley, Inc. is a leading designer of women's handbags and accessories, luggage and travel items, eyewear, stationery and gifts. Founded in 1982 by friends Barbara Bradley Baekgaard and Patricia R. Miller, the brand's iconic designs and versatile styles offer women of all ages a colorful way to accessorize. Vera Bradley offers a unique, multi-channel sales model as well as a focus on service and a high level of engagement with fans. Fiscal 2014 net revenues totaled approximately \$536 million. The Company's commitment to breast cancer research continues to increase its reach through the Vera Bradley Foundation for Breast Cancer. For more information about Vera Bradley (Nasdaq:VRA), visit www.verabradley.com/mediaroom.

Disson Skating annually produces nationally televised figure skating spectaculars, all featuring celebrity guest artists on ABC. Disson Skating's shows continue to capture large television audiences with every event and Disson Skating has earned the reputation as the leading producers of televised ice skating spectaculars in the United States.

CONTACT: Vera Bradley

Melissa Schenkel, mschenkel@verabradley.com

260.207.5176

Disson

Steve Disson, sdisson@dissonskating.com

703.962.6640