



## **Vera Bradley Inc. Announces Participation in the 13th Annual ICR XChange Conference**

FORT WAYNE, Ind., Jan. 5, 2011 (GLOBE NEWSWIRE) -- Vera Bradley Inc. (Nasdaq:VRA) today announced that the Company will be presenting at the 13th Annual ICR XChange Conference held at the St. Regis Monarch Beach Resort & Spa in Dana Point, California on Wednesday, January 12, 2011 at 1:40 pm Pacific Standard Time. Michael Ray, Chief Executive Officer, and Jeffrey Blade, Chief Financial and Administrative Officer, will host the presentation.

The audio portion of the presentation will be webcast live at [www.verabradley.com](http://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 Inc.**

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 39 Vera Bradley stores nationwide. Vera Bradley accessories, handbags, and travel and paper & gift items have recently been spotted on *Desperate Housewives*, *Brothers and Sisters*, *Entourage*, and *Modern Family*, and in over 20 feature-length films. Visit [www.verabradley.com](http://www.verabradley.com) for a store near you or to learn more.

CONTACT: ICR, Inc.

Investor Relations:

Joseph Teklits

Jean Fontana

[Jean.fontana@icrinc.com](mailto:Jean.fontana@icrinc.com)

203-682-8200

Vera Bradley Inc.

Public Relations:

877-708-VERA (8372)

[Mediacontact@verabradley.com](mailto:Mediacontact@verabradley.com)