



May 14, 2012

Vera Bradley Announces Reporting Date for Fiscal Year 2013 First Quarter Results

FORT WAYNE, Ind., May 14, 2012 (GLOBE NEWSWIRE) -- Vera Bradley, Inc. (Nasdaq:VRA) announced today that it plans to report its fiscal year 2013 first quarter results on Thursday, May 31, 2012, after the market closes. The Company also plans to hold a conference call to discuss its financial results the same day at 4:30 p.m. ET.

A live webcast of the conference call will be available in the investor relations section of the Company's website, www.verabradley.com.

In addition, a replay of the call will be available shortly after the conclusion of the call and remain available through June 14, 2012. To access the telephone replay, listeners should dial (877) 870-5176. The access code for the replay is 4665296. A replay of the webcast will also be available within two hours of the conclusion of the call and will remain on the website for 90 days.

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 53 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 (Nasdaq:VRA), visit www.verabradley.com/mediaroom.

CONTACT: Vera Bradley Public Relations:

Mediacontact@verabradley.com

877-708 VERA (8372)

Investor Relations:

Paul G. Blair

260-207-5183

Pblair@verabradley.com

Joseph Teklits/Jean Fontana

ICR, Inc.

203-682-8200

Jean.fontana@icrinc.com