



News Release

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Vera Bradley Launches its New Line of Rain Boots With a Catwalk Challenge

Vera Bradley gives customers a chance to win its rain boots and more

MILWAUKEE (March 1, 2013) – Vera Bradley (NASDAQ: VRA), is hosting a catwalk challenge to introduce its new line of rain boots. The event will be held in the **Rotunda at Bayshore Town Center from 3 p.m. to 7 p.m. March 1, 2013.**

In order to showcase its new product Vera Bradley is giving women of all ages the opportunity to walk down the runway in Vera's new rain boots. This allows customers a chance to test Vera Bradley's rain boots before they buy. Also, the Bayshore Town Center store will be holding a catwalk competition where 15 mother-daughter teams can sign up to compete for a Vera prize pack. Two of the prizes in the package will be a pair of rain boots for both the winning mother and daughter. Other prizes awarded to the top five teams.

"Giving women a way to be vibrant and fun, even when the weather may not agree, is the idea behind the creation of these boots," said Kimberly F. Colby, executive vice president of design at Vera Bradley. "Having four gorgeous patterns to choose from provides every woman wearing them the decision of what kind of exciting she wants to be." The boots are made of sturdy waterproof plastic and are fully lined. They are offered in Vera Bradley's four newest patterns: Midnight Blues, Plum Crazy, Go Wild and Jazzy Blooms, and are available in women's sizes 6-11 and girl's sizes 7-3. There will be no half sizes.

Barbara Bradley Baekgaard, co-founder and chief creative officer and director of Vera Bradley, will be making an appearance at the runway event. She will open the competition with a short speech and will also be part of the judging panel. After the competition, from 6 p.m. to 7 p.m., Baekgaard will be taking photos with anyone wearing Vera Bradley rain boots, as well as answering any questions.

"I know Milwaukee is full of women who love Vera Bradley, and I also know that spring in Milwaukee means puddles, mud and more puddles," said Baekgaard. "So, I am proud to help introduce such a pretty and practical product to this city and all the women in it."

There will be an open runway, for anyone to walk down, from 3 p.m. to 5 p.m. and 6 p.m. to 7 p.m. The catwalk competition will be from 5 p.m. to 6 p.m. and registration for the competition will begin at 4 p.m., only the first 15 teams present will be taken. Also, that day only, Vera Bradley will be offering its rain boots at the special discounted price of \$65 (originally \$80).

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Refreshments and seating will be supplied for the show and the audience will have the opportunity to cast their votes for the winner of the catwalk challenge.

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. As of October 27, 2012, Vera Bradley accessories can be found in 64 retail stores in the U.S., 11 outlet stores, approximately 3,300 specialty retailers and online at verabradley.com. Vera Bradley employs approximately 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.

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