



## **Vera Bradley, Inc. Announces Participation at the Telsey Advisory Group 2nd Annual Fall Consumer Conference**

FORT WAYNE, Ind., Sept. 21, 2011 (GLOBE NEWSWIRE) -- Vera Bradley, Inc. (Nasdaq:VRA) today announced that the Company will be presenting at the Telsey Advisory Group 2nd Annual Fall Consumer Conference held at The InterContinental Hotel New York Times Square in New York City, on Wednesday, September 28, 2011 at 9:05 am Eastern Time. Michael Ray, Chief Executive Officer, Jeffrey Blade, Chief Financial and Administrative Officer, and Roddy Mann, Executive Vice President of Strategy and Business Development 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**

Friends Barbara Bradley Baekgaard and Patricia R. Miller founded Vera Bradley in 1982. Today, Vera Bradley is sold through 3,300 specialty stores and 49 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. Vera Bradley's fiscal 2011 sales were \$366 million. Visit [www.verabradley.com](http://www.verabradley.com) for a store near you or to learn more.

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