



May 10, 2016

## **Vera Bradley Announces Reporting Date for Fiscal Year 2017 First Quarter Results**

FORT WAYNE, Ind., May 10, 2016 (GLOBE NEWSWIRE) -- Vera Bradley, Inc. (Nasdaq:VRA) ("Vera Bradley" or the "Company") today announced that it plans to report results for the first quarter ended April 30, 2016 at 8:00 a.m. Eastern Time on Wednesday, June 1, 2016.

The Company will host a conference call to discuss its financial results at 9:30 a.m. Eastern Time that same day. A live webcast of the conference call will be available on the Investor Relations section of the Company's website, [www.verabradley.com](http://www.verabradley.com). Alternatively, interested parties may dial into the call at (888) 428-9470, and enter the access code 1933445. A replay will be available shortly after the conclusion of the call and remain available through June 15, 2016. To access the recording, listeners should dial (877) 870-5176, and enter the access code 1933445.

Vera Bradley is a leading designer of women's handbags, luggage and travel items, fashion and home accessories and unique gifts. Founded in 1982 by friends Barbara Bradley Baekgaard and Patricia R. Miller, the brand's innovative designs, iconic patterns and brilliant colors continue to inspire and connect women unlike any other brand in the global marketplace. The Company's commitment to bringing more beauty into women's lives includes its dedication to breast cancer research through the Vera Bradley Foundation for Breast Cancer. For more information about Vera Bradley (Nasdaq:VRA), visit [www.verabradley.com/mediaroom](http://www.verabradley.com/mediaroom).

### CONTACTS:

#### Investors:

Julia Bentley, VP of Investor Relations and Communications  
jrbentley@verabradley.com  
(260) 207-5116

#### Media:

877-708-VERA (8372)  
Mediacontact@verabradley.com