



## Vera Bradley Announces Plans for 200,000 Square-Foot Expansion of Distribution Facility

FORT WAYNE, IND., SEPTEMBER 22, 2011 - Vera Bradley, Inc. (Nasdaq:VRA) announced plans to expand its current 220,000 square-foot distribution center located in Roanoke, Indiana to 420,000 square feet. Project construction is slated to begin this fall with completion targeted for fall of 2012. The capital investment is expected to be approximately \$22.5 million, and will create an estimated 124 jobs.

Michael C. Ray, Chief Executive Officer, stated, "This investment in our distribution center will position the company to achieve our long-term strategy of expanding into new channels and geographies."

Vera Bradley is working with the state of Indiana and City of Fort Wayne and Allen County to obtain incentives to support this investment and the company's ongoing commitment to Northeast Indiana.

**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 50 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 more than 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.

Vera Bradley Public Relations:  
[Mediacontact@verabradley.com](mailto:Mediacontact@verabradley.com)  
877-708 VERA (8372)

Investor Relations:  
Vera Bradley  
Paul Blair  
260-207-5183

Joseph Teklits/Jean Fontana  
ICR, Inc.  
203-682-8200  
[Jean.fontana@icrinc.com](mailto:Jean.fontana@icrinc.com)