



Vera Bradley

March 9, 2017

Vera Bradley Summer Collection and "It's Good to Be a Girl" in Puerto Rico Vacation Sweepstakes Launch March 9, 2017

FORT WAYNE, Ind., March 09, 2017 (GLOBE NEWSWIRE) -- Vera Bradley (Nasdaq:VRA), the iconic accessories and lifestyle brand, announced today the launch of its Summer 2017 collection. Like its Spring collection, Vera Bradley's Summer collection recalls Cuba's sights, sounds and cultures, creating a seamless transition between seasons.

For Summer 2017, Vera Bradley is venturing outside of Havana and exploring lush rain forests and sandy beaches. Warm, tropical climates and natural elements inspired this season's choices, patterns and materials. The Summer Collection includes colors which are walking on the bright side, to capture the fun and travel of the season. "Vera Bradley always uses a pop of color or a fun print to make every day feel brighter. The Summer Collection is one of my favorites and filled with beautiful solutions!" said Co-Founder Barbara Baekgaard.

All collections may be viewed and purchased at <http://www.verabradley.com>, with images available upon request.

"It's Good to Be a Girl" in Puerto Rico Vacation Sweepstakes

As part of the Company's ongoing "It's Good to Be A Girl" campaign its customers, from now through April 2, fans of Vera Bradley can enter for the chance to win a girls' getaway to San Juan, Puerto Rico, the location of the Company's Summer 2017 photo shoot. One grand prize winner will receive a 4-day, 3-night trip for two to a luxury resort in Puerto Rico, including round-trip air transportation, ground transportation to/from the resort/airport, \$500 spending money for the winner and a Vera Bradley travel set. Five lucky runners-up will each receive a Vera Bradley gift set valued at \$150!

Fans may enter the sweepstakes at www.verabradley.com/girlsgetaway beginning March 9, 2017. After completing the initial entry form, an entrant may "unlock" optional ways to earn up to five additional entries, including posting a tweet on Twitter, following Vera Bradley on Snapchat or referring friends.

About Vera Bradley

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.

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