



Vera Bradley

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Vera Bradley Wins "Supplier of the Century" Award at the 66th Annual Retailer Excellence Awards Celebration

FORT WAYNE, Ind., Aug. 23, 2017 (GLOBE NEWSWIRE) -- Vera Bradley (NASDAQ:VRA), the iconic accessories and lifestyle brand, earned the "Supplier of the Century" Award at the 66th annual Retailer Excellence Awards celebration held on August 20 in New York City.

"The entire Vera Bradley team is thrilled and humbled to receive this special honor," said Robert Wallstrom, CEO of Vera Bradley. "We are extremely glad we have been, and continue to be, a part of this amazing industry. It is so rewarding to be recognized not only for our legacy that began 35 years ago as the brainchild of Barbara Bradley Baekgaard and Patricia Miller, but also for what the Vera Bradley team has built since then. We are excited about what the future holds and look forward to the next 35 years."

With more than 150 submitted nominations, eighteen individuals and companies in the industry were announced as the finalists for the first-ever Retailer Excellence Awards "Century Awards," in celebration of *Gifts and Decorative Accessories* magazine's 100th anniversary. For this 100th celebration, *Gifts and Decorative Accessories* created the "Century Awards" to honor the most influential and impactful companies and individuals who have made the greatest contributions across five disciplines in the business over the last 100 years: Retailer, Supplier, Sales Representative/Agency, Market Center/Show Organizer and Overall Influencer. The finalists were selected by a panel of industry members with long tenures in the business, as well as the editors and staff of *Gifts and Decorative Accessories*.

The Retailer Excellence Awards have been the longest running awards program in the gift industry, each year recognizing excellence and achievements across the retailing spectrum. The Retailer Excellence Awards are presented annually in connection with the summer NY NOW tradeshow for home, lifestyle, and gift products. The ceremony announced the honorees on Sunday, August 20th at The Lighthouse, Chelsea Piers in New York City.

About Vera Bradley, Inc.

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 in which they have raised over \$28 million to date. For more information about Vera Bradley (Nasdaq:VRA), visit www.verabradley.com/mediaroom.

Websites

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