

Vera Bradley
Return Mail Processing Center
P.O. Box 6336
Portland, OR 97228-6336

<<mail id>>
<<Name1>>
<<Address1>>
<<Address2>>
<<City>><<State>><<Zip>>

<<Date>>

Dear <<Name 1>>:

On September 15, 2016, Vera Bradley was provided information from law enforcement regarding a potential data security issue related to our retail store network. Upon learning this information, the Company immediately notified the payment card networks and initiated an investigation with the assistance of a leading computer security firm to aggressively gather facts and determine the scope of the issue.

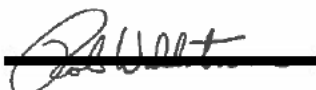
Findings from the investigation show unauthorized access to the Company's payment processing system and the installation of a program that looked for payment card data. The program was specifically designed to find track data in the magnetic stripe of a payment card that may contain the card number, cardholder name, expiration date, and internal verification code - as the data was being routed through the affected payment systems. There is no indication that other customer information was at risk. Transactions on verabradley.com were not affected. You are being notified because you used a payment card ending in <<Last 4>> at a retail location between July 25, 2016 and September 23, 2016.

It is always advisable to remain vigilant to the possibility of fraud by reviewing your payment card statements for any unauthorized activity. You should immediately report any unauthorized charges to your card issuer because payment card rules generally provide that cardholders are not responsible for unauthorized charges reported in a timely manner. The phone number to call is usually on the back of your payment card. Please see the section that follows this notice for additional steps you may take to protect your information.

The Company has stopped this incident and continues to work with a computer security firm to further strengthen the security of its systems to help prevent this from happening in the future. Law enforcement is investigating this incident and payment card networks have been informed so banks that issue payment cards can be made aware and initiate heightened monitoring on the affected cards.

Vera Bradley values the relationship it has with its customers and understands the importance of protecting personal information. We regret any inconvenience this may have caused. If you have questions, please call 844-723-9340 from 9:00 a.m. to 9:00 p.m. EDT, Monday to Friday.

Sincerely,



Robert Wallstrom
Chief Executive Officer

MORE INFORMATION ON WAYS TO PROTECT YOURSELF

We recommend that you remain vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111

Experian, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-916-8800

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW
Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft