

## GENERAL INFORMATION ON THE VERA BRADLEY LICENSING INITIATIVE

**DISTRIBUTION:** ALL licensed products will be sold in appropriate distribution channels including Vera Bradley stores, verabradley.com, and specialty and chain stores throughout the country. Approved distribution channels for the licensing initiative will mirror Vera Bradley core product distribution and will also include each partner's unique distribution channels appropriate to their product category. Unique channels are indicated by partner, below.

**DISTRIBUTOR REP GROUPS:** our unique Specialty Channel of distribution is one of our most valuable, competitive strategic advantages. It is important that we protect and support this important channel and our customers. To that end, we have identified and nominated two major rep groups for the Licensed Partners to leverage for the distribution of Vera Bradley licensed products to this channel. The Vera Bradley brand will benefit from the deep brand knowledge we are looking to establish with these rep groups through their support of our Licensed Product categories, and through collaboration with their VB Indirect Sales counterparts in the field.

The two nominated rep groups are:

- **Daniel Richards Group:** Betsy Reese, Managing Director betsy@danrichgroup.com
- **Anne McGilvray & Company:** Meg Gilmore, Vice President Sales & Marketing mgilmore@annemcgilvray.com

**NEW ACCOUNT APPROVALS:** Licensed partners have been approved to sell to all current first quality accounts where Vera Bradley core products are sold. Licensed Partners and their appointed distributor rep groups are allowed to sell/distribute VB Licensed Products to all current VB accounts listed in VB Master Customer File. Any NEW account NOT on the list must first be presented to VB Licensing for review & approval using the Vera Bradley New Account Approval Form. NOTE: VB Licensing will collaborate with VB Specialty/Indirect sales management for review & vetting of proposed accounts to ensure that they are brand-right and meet our high Brand standards.

**RETAIL PLACEMENT OF LICENSED PRODUCT:** The licensing initiative is a total Brand initiative; the Brand benefits by a cohesive brand presentation on the floor. Every effort will be made to ensure that LGP/VB product placement is additive and will not affect assortment planning of the VB core business. The GUIDELINES FOR RETAIL PLACEMENT OF LICENSED PRODUCT were developed in collaboration with the VB sales management team to ensure that our Licensed Partners and the nominated rep groups understand and uphold our Brand requirements.

**LICENSED PRODUCT IN VB DIRECT CHANNELS:** VB Full Line Stores and verabradley.com

It is our intent to carry most/all of the Licensed Products in our Direct Channels. However, consideration must be made for categories that require special POS (example: swimwear/dressing rooms, bedding/fixture space, etc.).

**RETIREMENT CADENCE:** Licensed categories will not follow the Vera Bradley retirement cadence; there is the potential for licensed products bearing Vera Bradley prints & patterns or derivatives of Vera Bradley prints & patterns to have a longer "shelf life" than core products. Vera Bradley has the first right of refusal to put retired product in Vera Bradley Outlet Stores.

**PHASE I VERA BRADLEY LICENSING INITIATIVE:**  
the Company has entered into partnerships with...

**FOX CHAPEL PUBLISHING:** Coloring books, coloring activity gift sets

Fox Chapel Publishing specializes in illustrated nonfiction with a focus on artisan, high-quality hobby, crafts and lifestyle interest books. FCP publishes more than 1,200 book titles and three quarterly magazines, including DO Magazine, the #1 coloring magazine in its class. The publisher's imprints include Design Originals, IMM Lifestyle Books, and Creative Homeowner. For more information, please visit [www.foxchapelpublishing.com](http://www.foxchapelpublishing.com).

- **LAUNCH DATE:** Holiday 2016, on floor November 2016
- **KEY TRADE SHOWS:**
  - Book Expo America (BEA), May 31 - June 2, 2017, NYC
  - Creativation (formerly CHA) - January 2018
- **UNIQUE /CATEGORY SPECIFIC CHANNELS OF DISTRIBUTION:**
  - ARTS/CRAFT/HOBBY: Michael's, JoAnn Fabrics
  - PUBLISHING: Barnes & Noble, better bookstores

- **DISTRIBUTORS / REP GROUPS USED:**
  - Ingram Publisher Services: Additional Book & Library
- **FOX CHAPEL KEY CONTACT INFORMATION:**
  - SALES CONTACT INFO: Ray Wolf, Director of Sales & Business Development
  - BRAND MANAGEMENT CONTACT INFO: Peg Couch, Editorial Director peg@foxchapelpublishing.com

**INCIPIO TECHNOLOGY:** Cell phone cases & batteries, power kits & cables, portable sound

INCIPIO is a global consumer technology solutions platform operating a diverse portfolio of owned and licensed brands at the intersection of design and functionality. Founded in Southern California in 1999, Incipio's strategy begins with a passion for building amazing product and a commitment to serve its customers. Incipio's portfolio of brands offers compelling solutions that meet the needs of today's active mobile consumers, who demand more out of the products they use. For more information, please visit [www.incipiogroup.com](http://www.incipiogroup.com).

- **LAUNCH DATE:** Spring 2017, on floor February 2017
- **KEY TRADE SHOWS/MARKET WEEKS:**
  - CES (Consumer Electronics Show) January
- **UNIQUE /CATEGORY SPECIFIC CHANNELS OF DISTRIBUTION:**
  - ELECTRONICS: Best Buy
  - MOBILE PHONE CARRIERS: AT & T, Sprint, Verizon,
- **DISTRIBUTORS / REP GROUPS USED:**
  - Daniel Richards Group: Midwest, Mid Atlantic, South
  - Anne McGilvray: Southwest, West Coast, Pacific Northwest
- **INCIPIO TECHNOLOGY KEY CONTACT INFORMATION:**
  - SALES CONTACT INFO: Christine Burke, Vice President Specialty Sales cburke@incipio.com
  - BRAND MANAGEMENT CONTACT: Mallory Kohlmeyer, Brand Director mallory@incipio.com

**LIFEGUARD PRESS:** Stationery, paper & gift, home and office organizational products

Lifeguard Press is a leading, premier manufacturer of licensed-branded and private-label merchandise, working with world-class lifestyle brands to design, produce, and distribute products including accessories, drink ware, gifts, home décor, outdoor entertaining, tech, travel, and stationery. Licensed partners include Vera Bradley, Kate Spade New York, and Lilly Pulitzer. For more information, please visit [www.lifeguardpress.com](http://www.lifeguardpress.com).

- **LAUNCH DATE:** Fall 2017, on floor June 2017
- **KEY TRADE SHOWS/MARKET WEEKS:**
  - NY NOW January & August
  - May Stationery Show
  - Atlanta Market: January, March, July, October
- **UNIQUE /CATEGORY SPECIFIC CHANNELS OF DISTRIBUTION:**
  - PUBLISHING & STATIONERY: Barnes & Noble, bookstores
- **DISTRIBUTORS / REP GROUPS USED:**
  - Daniel Richards Group: Midwest, Mid Atlantic, South
  - Anne McGilvray: Southwest, West Coast, Pacific Northwest
  - Kimberly Wahlberg: New England, New York
- **LIFEGUARD PRESS KEY CONTACT INFORMATION:**
  - SALES CONTACT INFO: Anne Lowdermilk, Director of Customer Service & Sales  
Supportalowdermilk@lifeguardpress.com
  - BRAND CONTACT INFO: Kristin Phillips, Kristin@lifeguardpress.com

**MAINSTREAM SWIMSUITS, INC.:** Swimwear and cover-ups

Mainstream Swimsuits, Inc. ("Mainstream") is a privately held, 4th generation company focusing on branded, licensed and private label swimwear. Founded in 1936 in New York City, today Mainstream is a premier global swimwear company based in Easton, Pennsylvania with additional offices located in New York, Los Angeles, Paris and Hong Kong. With distribution in over 35 countries, Mainstream is widely recognized as an industry leader for its high quality and cutting edge design for women's, men's and children's swimwear and cover-ups.

- **LAUNCH DATE:** Spring 2017, on floor May 2017
- **KEY TRADE SHOWS/MARKET WEEKS:**
  - Swim Collective, January
  - Surf Expo, January/August
  - Miami Swim & Surf, July
  - Key Market weeks: August, September, November, January, March, May, June
- **UNIQUE /CATEGORY SPECIFIC CHANNELS OF DISTRIBUTION:**
  - SWIM SPECIALTY: Everything But Water, Ron Jons Surf Shop
  - CRUISE & RESORT: Ritz Carlton, Marriott, NCL Norwegian Cruise Lines
- **DISTRIBUTORS / REP GROUPS USED:**
  - Virginia Meloro: Florida, Georgia, Alabama and the Caribbean
  - Ali Weinreb: Inside Sales Rep oversees all specialty business: Southeast, Southwest and select Western states.
- **MAINSTREAM SWIMSUITS KEY CONTACT INFORMATION:**
  - SALES CONTACT INFO: Alicia Green, Vice President Sales [algreen@swimusa.com](mailto:algreen@swimusa.com)
  - BRAND CONTACT INFO: Amy Sparano, Vice President [asparano@swimusa.com](mailto:asparano@swimusa.com)

**MC GEE GROUP:** Sunglasses, readers and ophthalmic frames, coordinating cases

- **LAUNCH DATE:** Currently in market, available for immediate delivery
- **KEY TRADE SHOWS/MARKET WEEKS:**
  - Vision East - March
  - Vision West - September
  - SECO - March
  - Market Weeks: May, August
- **UNIQUE /CATEGORY SPECIFIC CHANNELS OF DISTRIBUTION:**
  - PRESCRIPTION OPTICAL: Lenscrafters, Visionworks, Pearle Vision
  - SUNGLASS SPECIALTY: Sunglass Hut, Solstice, Pacific Eyes, Sunglass World
- **DISTRIBUTORS / REP GROUPS USED:**
  - Daniel Richards Group: Midwest, Mid Atlantic, South
  - Anne McGilvray: Southwest, West Coast, Pacific Northwest
- **MC GEE GROUP KEY CONTACT INFORMATION:**
  - SALES CONTACT INFO: Luisa Natale, Senior Vice President Sales [Luisa@mcgeegroup.com](mailto:Luisa@mcgeegroup.com)
  - BRAND CONTACT INFO: Amy Moore, Vice President [amoore@mcgeegroup.com](mailto:amoore@mcgeegroup.com)

**PEKING HANDICRAFT INC.** Decorative bedding, area rugs, and kitchen textiles

Peking Handicraft Inc. is a leading international manufacturer and wholesaler with 40 years of experience specializing in home textiles, decorative accessories, and giftware. Headquartered in San Francisco and Shanghai, Peking is a premier provider of both licensed and private-labeled high quality Bedding and Home décor products available through all major levels of retail distribution in the United States as well as retailers across North America, Europe, and Asia. For more information, please visit [www.pkhc.com](http://www.pkhc.com)

- **LAUNCH DATE:** Fall 2017, on floor June 2017
- **KEY TRADE SHOWS/MARKET WEEKS:**
  - NY Market March 27 -31
  - NY Market September 11 - 14, 2017
  - NY Market March 19 - 22, 2018
  - NY Market September 24 -27, 2018
- **UNIQUE /CATEGORY SPECIFIC CHANNELS OF DISTRIBUTION:**
  - HOME: Bed Bath & Beyond
- **DISTRIBUTORS / REP GROUPS USED:**
  - IvyStone: IN, KY, MI
  - Anne McGilvray & Company: TX, OK, LA, AR
  - Appleman Schauben : GA, AL, SC, NC, MS, TN, FL
  - Sales Producers: CA
  - Knack LLC: MD, DE, VA E.PA, DC

- **PEKING HANDICRAFTS KEY CONTACT INFORMATION:**

- SALES CONTACT INFO: Randy Smith, Senior Vice President Sales, rsmith@pkhc.com
- BRAND CONTACT INFO: Sandy Lo, Director of Brands slo@pkhc.com

**RENFRO HOT SOX LLC:** Hosiery, tights, boot liners, and slipper socks

Renfro Corporation is a global leader in the design, manufacture, marketing, merchandising, and selling of socks and leg wear products in North America and selected international markets. Headquartered in Mount Airy, NC, the company provides and continuously innovates a full line of branded and private-label sock products. It also licenses an extensive list of leading brands. Since its founding as Renfro Hosiery Mills in 1921, Renfro has grown from a small domestic manufacturer with 25 employees to a category front-runner with 5,500 employees worldwide. Renfro's successful formula and consistent growth are rooted in strong core values and a commitment to providing the best quality, service and value to consumers and customers. The company's respected name, integrity and innovation have fostered solid, trusted relationships with the world's largest retailers. For more information, please visit [www.renfro.com](http://www.renfro.com).

- **LAUNCH DATE:** Fall 2017, on floor July 2017
- **KEY TRADE SHOWS/MARKET WEEKS:**
  - Market Weeks: Fall 2017 January 16 - February 3
  - Market Weeks: Spring 2018: July 24 August 11
- **UNIQUE /CATEGORY SPECIFIC CHANNELS OF DISTRIBUTION:** none at this time
- **DISTRIBUTORS / REP GROUPS USED:**
  - Daniel Richards Group: Midwest, Mid Atlantic, South
  - Anne McGilvray: Southwest, West Coast, Pacific Northwest
  - Military Prestige: all military accounts
- **RENFRO HOT SOX KEY CONTACT INFORMATION:**
  - SALES CONTACT INFO: Karen Cohen, National Accounts Manager KCohen@hotsox.coM
  - BRAND CONTACT INFO: Bev Sylvester, Divisional Vice President BSylvester@hotsox.com

**VERA BRADLEY LICENSING DEPARTMENT CONTACTS:** please contact either of us below with any questions or concerns.

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