



bebe stores, inc. Names Narry Singh, Digital Technology Entrepreneur, to its Board of Directors

BRISBANE, CALIF., May 13, 2013 – bebe stores, inc. (NASDAQ: BEBE) today announced that Narry Singh has been named to the Company's Board of Directors. Mr. Singh has been a widely respected entrepreneur, hands-on executive, advisor and deal-maker for over 20 years, with a focus on launching and growing businesses in the digital entertainment, new media, eCommerce and software sectors. Mr. Singh was recently selected by the United Nations Foundation as one of their Top 10 "Global Entrepreneurs" and will serve as their entrepreneurship and innovation ambassador for two years.

"We are delighted to welcome Narry Singh to the bebe Board of Directors. Throughout his distinguished career, Narry has combined visionary thinking with an ability to execute on strategy and build growing businesses. His expertise in digital commerce, in particular, will help to reinforce bebe's position as an innovator in the digital space," said bebe stores' Chief Executive Officer, Steve Birkhold.

Mr. Singh commented, "I am extremely enthusiastic about joining the bebe Board. The Company is to be applauded for recognizing the massive untapped opportunity presented by mobile and digital technologies and business models. I am looking forward to helping advance bebe's growth in these and other innovative areas."

Mr. Singh was most recently the Chief Business Guru of Outfit7 Inc., a leading mobile entertainment company known for its *Talking Friends* mobile app, and helped build its presence to over 650 million users in over a 100 countries. Prior to Outfit7, two of his companies were successfully acquired and another went public with a peak market capitalization of \$23 billion. As an advisor, he specialized in helping Global 2000 companies leverage new technologies and business models. He started his career at The Mac Group (later Gemini Consulting) and was the youngest ever Partner at The Regis McKenna Group. Mr. Singh has served on a number of corporate and NGO boards and was an Advisory Board member of the World Economic Forum (Davos) global technology committee in 2003.

Mr. Singh received his M.S. of Civil Engineering and Management from Stanford University in 1992, and his B.S. of Civil Engineering, with honors, from Punjab University in India in 1990.

About bebe

bebe stores, inc. is a global specialty retailer, which designs, develops and produces a distinctive line of contemporary women's apparel and accessories under the bebe, BEBE SPORT, bbsp and 2b bebe brand names. bebe currently operates 245 stores, of which 192 are bebe stores, including the on-line store bebe.com, and 53 are 2b bebe stores, including the on-line store 2bstores.com. These stores are located in the United States, U.S. Virgin Islands, Puerto Rico and Canada. bebe also distributes and sells bebe branded product through its licensees in approximately 24 countries.

The statements in this news release, other than the historical financial information, contain forward-looking statements that involve risks and uncertainties that could cause actual results to differ from anticipated results. Wherever used, the words "expect," "plan," "anticipate," "believe" and similar expressions identify forward-looking statements. Any such forward-looking statements are subject to risks and uncertainties and the company's future results of operations could differ materially from historical results or current expectations. Some of these risks include, without limitation, miscalculation of the demand for our products, effective management of our growth, decline in comparable store sales performance, ongoing competitive pressures in the apparel industry, changes in the level of consumer spending or preferences in apparel, loss of key personnel, difficulties in manufacturing, disruption of supply, adverse economic conditions, and/or other factors that may be described in the company's annual report on Form 10-K and/or other filings with the Securities and Exchange Commission. Future economic and industry trends that could potentially impact revenues and profitability are difficult to predict.

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