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**BEBE CELEBRATES CYBER MONDAY
WITH FLASH SALE EVENT + HALF-OFF BRIDAL GOWNS**

CYBER MONDAY: NOV. 26, 2012

Los Angeles, CA – November 21, 2012 – To appeal to its digitally savvy customer base—including 3 million Facebook followers--bebe has planned a **Cyber Monday event** that's irresistible to budget-conscious fashionistas—and to anyone planning a wedding.

Modeled on flash sales, the event presents shoppers with **new discounts** on select bebe.com merchandise **every two hours on Monday, November 26, 2012**.

Offers include (times are PST):

6am-8am: A strapless little black dress--a holiday must-have--drops from \$159 to \$99

8am-10am: A square-face watch in crystal-framed rose gold tone drops from \$79 to \$39

10am-12pm: A midnight-blue bustier with black piping drops from \$98 to \$59

12pm-2pm: Knee-high heeled boots drop from \$169-\$179 to \$99

2pm-4pm: Logo zip-front outerwear drops from \$110 to \$59

4pm-6pm: A black cocktail dress with lace sleeves drops from \$69 to \$39

Plus, bebe is offering an exceptional discount on all bridal gowns at 50% off.

The timing of the sale coincides with the **beginning of engagement season**—more engagements happen during the holidays than at any other time of year.

And with prices these low, customers will be tempted to put the cart before the horse and buy one of these stunning dresses before they are even engaged.

From 6pm-midnight PST on November 26, 2012, every single wedding gown will be 50% off at bebe.com. **Final prices will be from \$379.50 to \$874.95.**

[Click here](#) to see the collection.



About bebe

bebe stores, inc. (Nasdaq: BEBE) is a global specialty store retailer that designs, develops and produces contemporary women's apparel and accessories under the brand names bebe, BEBE SPORT and 2b bebe. bebe brands operate approximately 250 stores in addition to ecommerce conducted on bebe.com and 2bstores.com. Founded in 1976 in San Francisco, bebe enjoys a diverse following, mainly among women 21-45 seeking fashionable clothing in the categories of work, weekend, and party. Celebrities who have worn bebe clothing include Madonna, Selena Gomez and Rihanna. The television shows "The Voice", "True Blood" and "Gossip Girl" regularly use bebe clothing on its personalities and characters. bebe enjoys a loyal customer base with more than 3 million Facebook followers.