



FOR IMMEDIATE RELEASE

bebe stores, inc. and the ALDO Group Sign New License Agreement for Footwear

FALL 2013 COLLECTION TO DEBUT AT FFANYTRADE SHOW FEB 5-7, 2013

BRISBANE, CALIF. – February 4, 2013 – bebe stores, inc. is stepping out with ALDO. The specialty retailer has entered into a strategic global licensing agreement with ALDO Product Services (APS), a division of the ALDO Group, to design, manufacture and distribute bebe’s footwear.

The new bebe shoe collection will be shown at ALDO’s corporate showroom during FFANY — the quarterly trade show of the Fashion Footwear Association of New York; February 5-7, 2013.

In collaboration with the APS design team, the upcoming collection will include a full range of lifestyle categories including: sandals, closed-toe shoes, heels, flats, booties and boots, among other styles, with a median retail price of \$129.00. The footwear collection will mirror bebe’s feminine aesthetic: playful, sexy, sophisticated, modern and on-trend.

Set to launch for Spring 2013, the bebe shoe collection will be sold exclusively in bebe stores worldwide. Wholesale distribution will follow with the Fall 2013 collection to select specialty and department stores worldwide.

“ALDO’s undisputed reputation and global track record makes it the ideal partner for bebe as we advance to take our footwear offerings to the next level,” says Steve Birkhold, CEO of bebe. “The team at the ALDO Group understands the bebe woman, and has proven their ability to produce trend-right shoes of the highest quality and value to meet our customers’ increasing lifestyle demands.”

Added Justine Suh, bebe’s VP GMM, Non-Apparel, “We expect shoes to be a top-performing category, and this new licensing agreement with the ALDO Group allows bebe to expand our unique assortments to drive growth. Our customers are hungry for the latest styles and are savvy about value and quality for their money.”

Nicholas F Martire – General Manager, ALDO Product Services adds, “ALDO Product Services is very excited to become the exclusive and global licensee for bebe footwear. We believe strongly in the revitalized direction of the brand. The APS Team will leverage its global market knowledge, expertise and resources to help bebe footwear achieve its full potential in both bebe’s own retail stores, and through our select global wholesale partners.”

###

About bebe

bebe stores, inc. (Nasdaq: BEBE) is a global specialty retailer that designs and produces contemporary women’s apparel and accessories under the brand names bebe, BEBE SPORT, bbsp and 2b bebe. bebe operates 244 stores including bebe.com and 2bstores.com and also distributes and sells product through its licensees in approximately 24 countries. Founded in 1976 bebe enjoys a diverse following, mainly among women 21-45 seeking fashionable lifestyle clothing in the categories of work, weekend, and party. Celebrities who have worn bebe clothing include Madonna, Selena Gomez and Rihanna and television shows including “The Voice”, “True Blood” and “Gossip Girl” regularly dress their on-air personalities and characters in bebe.

About The ALDO Group / ALDO Product Services

The ALDO Group, founded in 1972, is one of the world's leading fashion retailers. It covers all corners of the footwear market with four signature brands: ALDO, CALL IT SPRING, LITTLE BURGUNDY and GLOBO. The ALDO Group operates over 1,600 retail stores in 80 countries around the world.

ALDO Product Services (APS) is a division of the ALDO Group dedicated to providing branded wholesale and private label fashion footwear and accessories. Through its work with select retail clients, APS creates and develop brands, by offering all the tools and resources to help companies succeed, from research, product design and development to branding, marketing and distribution. APS currently works with select global retailers such as Kohl's, JCPenney, Macy's, Nordstrom, Selfridges and HBC.

Contact Information

Bebe stores, inc.
Mary Hamilton,
Sr Director, Marketing & Communications
maryh@bebe.com / 213.362.2424

ALDO Group
Geneviève Sharp
PR Manager
gsharp@aldogroup.com / 514.747.2536 x 8754