



**bebe stores, inc. Names Michelle Landgrebe Executive Vice President,  
General Merchandising Manager of 2b**

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LOS ANGELES, CALIF., April 17, 2013 – bebe stores, inc. (NASDAQ: BEBE) today announced the appointment of Michelle Landgrebe as Executive Vice President, General Merchandising Manager of its 2b division, effective immediately. In her new role, Ms. Landgrebe will be responsible for merchandising, design, production, planning & allocation, and visual merchandising. She reports to Steve Birkhold, the recently appointed CEO of bebe stores, inc.

Ms. Landgrebe has over 20 years of top-level specialty retail and wholesale experience in areas including merchandising, product development, sourcing and operations for such companies as: Polo Jeans, Earl Jeans, Tommy Hilfiger, Donna Karan, DKNY, and White House Black Market.

Most recently, Ms. Landgrebe served as Vice President, General Merchandising Manager at VFSLA, of the VF Corporation. In that position, she oversaw varying categories of business which resulted in increased sales and profitability across several VF brands.

“Michelle's skills and expertise in merchandising and product development are exceptional,” says Mr. Birkhold. “She has a long track record of building businesses and driving results. Her talents and leadership abilities will help take the 2b brand to a whole new level.”

“I have been a fan of the bebe for years and I have a passion for reaching the young, fashion-obsessed customer that 2b attracts,” says Ms. Landgrebe. “I am eager to build on the division’s current DNA, broaden our reach and position our brand for growth.”

2b is bebe’s outlet division offering exclusive product designed for the confident, budget-conscious, and style-savvy woman. Currently, there are 52 2b outlet stores in the U.S. and Canada including an online store at [2bstores.com](http://2bstores.com).

Ms. Landgrebe holds a Bachelor of Science in Business Administration from Pepperdine University.

**About bebe**

bebe stores, inc. is the global specialty retailer that designs, develops and produces a distinctive line of contemporary womens’ apparel and accessories under its bebe, BEBE SPORT, bbsp and 2b brand names. bebe operates 244 stores, of which 190 are bebe stores, including the online store [bebe.com](http://bebe.com), and 52 are 2b stores, including the online store [2bstores.com](http://2bstores.com). The stores are located in the United States, U.S. Virgin Islands, Puerto Rico and Canada. bebe also distributes and sells branded product through its licensees in approximately 21 countries.