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Stage Stores, Inc.

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**STAGE TO CELEBRATE NEW STORE OPENING  
IN ARKADELPHIA, MARCH 13**

HOUSTON, TEXAS -- With the March 13 Grand Opening of a brand new Stage store at 2750 Pine Street, Arkadelphia area residents will have their very own Family Fashion Store with So Much to Love, and easier access to name-brand fashions than ever before. Stage has a reputation for bringing style, selection and value to neighborhoods and small communities across the country.

Stage will offer the latest fashions, as well as tried-and-true classics, from top brands at great prices. Customers will enjoy one-stop shopping convenience with Misses, Juniors, Men's, Children's, Shoes, Fragrances, Accessories and Home Accents departments, all under one roof. Shoppers will be able to find their favorite brand names including Calvin Klein, Rafaella, Requirements, Liz Claiborne, Estée Lauder and Clinique fragrances, Elizabeth Arden, Levi's, Dockers, Izod, U.S. Polo Assn., Chaps, Haggard, Van Heusen, South Pole, New Balance, Reebok, Nike, Skechers, Carter's and many more.

In addition to great values on great brand names, Stage offers great benefits. Customers age 50 and over can enroll in an exclusive discount program, and all shoppers can sign up to receive e-mail alerts for upcoming sales and events. Stage customers also have access to a store-branded credit card and VIP Rewards Program, which offers invitations to exclusive savings events, free gift wrapping and more, based on annual credit card purchases. Plus, cardholders receive bonus savings coupons via mail.

Stage will hold a five-day Grand Opening Celebration for the entire Arkadelphia community, starting with a ribbon cutting ceremony on Thursday, March 13 at 8:45 a.m. In addition to great Anniversary Sale prices, all Stage shoppers can enjoy an extra 15% storewide discount with a Grand Opening Shopping Pass. The first 150 customers, age 16 and older, to arrive at the store on Thursday will receive a free gift. On Friday and Saturday, customers will receive a Bonus Coupon Book offering six weeks of storewide savings. All shoppers who visit the new store at any point during the five-day festivities can register to win one of three \$250 Stage gift cards. KYXK-FM will broadcast live from the new store on Friday, March 14, from 11 a.m. to 1 p.m., and the celebration will continue through Monday, March 17, with great savings throughout the store.

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Stage Stores, Inc., (NYSE: SSI) the parent company of Stage, operates more than 695 stores in 35 states under the Stage, Bealls and Palais Royal names throughout the Southern, Central and Western states; and under the Peebles name throughout the New England, Mid-Atlantic, Southeastern and Midwestern states. For more information about Stage Stores, visit their corporate Web site at [www.stagestoresinc.com](http://www.stagestoresinc.com). For more information about Stage, visit [www.stagestores.com](http://www.stagestores.com).

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