

**FEBRUARY 3, 2005**

**FINAL FOR IMMEDIATE RELEASE  
CACHE, INC.  
NASDAQ COMMON STOCK SYMBOL CACH.**

**CACHE REPORTS 2 PERCENT COMPARABLE STORE SALES INCREASE IN JANUARY 2005**

New York, New York – February 3, 2005 – Cache Inc., (NASDAQ: CACH), a specialty chain of women's apparel stores with 291 stores open, reported January 2005 sales figures.

Comparable store sales (sales for stores open at least one year or more) increased 2% during the four week January 2005 period, as compared to a 10% increase reported in January 2004. Total revenues for the four-week period ended January 29, 2005 increased \$1.4 million, or 10.8% to \$14.4 million, as compared to the four-week period ended January 31, 2004.

Mr. Brian Woolf, Cache's Chairman commented: "We are pleased to report a 2% increase in comparable store sales for January, especially given the impact from store closings related to the snowstorms in the latter part of the month. These storms negatively impacted comparable store sales performance by approximately 2% to 3%. Driving the months' performance was strong sales of sportswear and accessories. We were also pleased with the early response to our spring merchandise assortment, by our customers."

**Conference Call**

The Company also announced that it will conduct a conference call to discuss its fourth quarter and fiscal 2004 results on Tuesday, February 15, 2005 at 9:00 a.m. Eastern Time. Investors and analysts interested in participating in the call are invited to dial (888) 202-2422, approximately ten minutes prior to the start of the call. The conference call will also be web-cast live at [www.cache.com](http://www.cache.com). A replay of this call will be available until February 22, 2005 and can be accessed by dialing (888) 203-1112 and entering code 7482002.

**About Cache, Inc.**

Cache is a nationwide, mall-based specialty retailer of sophisticated, social occasion sportswear and dresses targeting style-conscious women. We own and operate two separate store concepts, Cache and Lillie Rubin, each of which carries its own distinctive branded merchandise. Cache targets women between the ages of 25 and 45 who have a youthful attitude, are self-confident and fashion-conscious, and require a missy fit. Lillie Rubin stores offer a more sophisticated line of social occasion apparel targeting women between the ages of 35 and 55. We operate 254 Cache and 37 Lillie Rubin stores primarily situated in central locations in high traffic, upscale malls in 43 states and Puerto Rico.

**Safe Harbor**

Certain matters discussed within this press release may constitute forward looking statements within the meaning of the federal securities law. Although Cache, Inc. believes the statements are based on reasonable assumptions, there can be no assurance that these expectations will be attained. Actual results and timing of certain events could differ materially from those projected in or contemplated by the forward-looking statements due to a number of factors, including, without limitation, industry trends, merchandise trends, competition and consumer spending patterns, as well as other risks outlined from time to time in the filings of Cache, Inc. with the Securities and Exchange Commission.

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