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FOR IMMEDIATE RELEASE

CACHE, INC.

NASDAQ COMMON STOCK SYMBOL CACH

CACHE REPORTS 7 PERCENT COMPARABLE STORE SALES INCREASE IN MARCH 2002

New York, New York- April 11, 2002- Cache Inc., (NASDAQ: CACH), a specialty chain of women's apparel stores with 224 stores open, reported March 2002 sales figures.

Comparable store sales (sales for stores open at least one year or more) increased 7% during the five week March 2002 period, as compared to the same period in 2001. Total sales for the five week period ended March 30, 2002 increased \$2.1 million or 9% to \$22.3 million.

Total sales for the thirteen week period ended March 30, 2002 were \$47.7 million, which represents an increase of \$3.5 million or 8% as compared to Fiscal 2001. Comparable store sales increased 5% during the first quarter, as compared to Fiscal 2001.

Brian Woolf, Cache's Chairman commented, "We were pleased by the March increase of 7% in comparable store sales as well as the 5% comparable store increase in the first quarter of this year. Our first quarter results, which we will release on April 18, 2002 will continue to reflect the improved gross margin trends we demonstrated during the latter half of Fiscal 2001. Cache's gross margins for the first quarter will be significantly improved over the prior year results."

Separately, the Company announced that it has recently opened two new stores and plans to open a total of approximately 15 to 20 new stores during 2002.

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 the ability to obtain financing, 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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