

APRIL 12, 2001

FOR IMMEDIATE RELEASE

CACHE, INC.

NASDAQ COMMON STOCK SYMBOL CACH

CACHE REPORTS 1 PERCENT COMPARABLE STORE DECREASE IN MARCH

New York, New York - - April 12, 2001 - - - Cache Inc., (NASDAQ: CACH), a specialty chain of women's apparel stores, with 215 stores open (190 Cache stores and 25 Lillie Rubin stores), and online at Cache's e-commerce website, www.cache.com, reported March 2001 sales figures.

Comparable store sales (sales for stores open at least one year or more) decreased 1% during the five week March 2001 period, as compared to the same period in 2000. Total sales for the five week period ended March 31, 2001 increased \$0.3 million or 2% to \$20.2 million, as compared to the same period in Fiscal 2000. Brian Woolf, Cache's Chairman commented, "We believe the recent economic downturn negatively affected March sales. We continue to be pleased with the positive reception of Spring merchandise by our customers. We will continue to watch economic conditions and plan accordingly."

Total sales for the thirteen week period ended March 31, 2001 were \$44.2 million, as compared to \$40.9 million for the comparable period ended April 1, 2000, which represents an increase of \$3.3 million or 8%. Comparable store sales increased 4% during the thirteen week period, as compared to the same period in Fiscal 2000.

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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