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FOR IMMEDIATE RELEASE

CACHE, INC.

NASDAQ COMMON STOCK SYMBOL CACH

CACHE REPORTS 10 PERCENT COMPARABLE STORE INCREASE IN JUNE 2002

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

Comparable store sales (sales for stores open at least one year or more) increased 10% during the five week June 2002 period, as compared to the same period in 2001. Total sales for the five week period ended June 29, 2002 increased \$1.9 million or 14% to \$15.0 million.

Total sales for the twenty-six week period ended June 29, 2002 were \$98.9 million, which represents an increase of \$9.1 million or 10% as compared to Fiscal 2001. Comparable store sales increased 7% during the six month period, as compared to Fiscal 2001.

Brian Woolf, Cache's Chairman commented, "We were pleased with the second consecutive 10% monthly increase in comparable store sales. We anticipate reporting significantly improved second quarter operating results on or around July 17, 2002.

The Company also announced that it has been added to the Russell 2000 Index, effective on July 1, 2002. Brian Woolf, Cache's Chairman commented, "We are happy that such a widely utilized and respected index has included Cache. We are proud of this achievement.

Separately, the Company announced that it will open approximately 15 new Cache and Lillie Rubin stores between August and the end of the year. The Company opened two new Cache stores earlier this year.

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.

For further information contact Thomas E. Reinckens, President, Chief Operating Officer, Cache, Inc. 1460 Broadway, New York, New York 10036, (212) 575-3246.