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FOR IMMEDIATE RELEASE

CACHE, INC.

NASDAQ COMMON STOCK SYMBOL CACH

CACHE REPORTS ONE PERCENT COMPARABLE STORE DECREASE IN JUNE 2001

New York, New York - - JULY 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) reported June 2001 sales figures.

Comparable store sales (sales for stores open at least one year or more) decreased 1% during the five week June 2001 period, as compared to the same period in 2000. Total sales for the five week period ended June 30, 2001 increased \$0.1 million or 1% to \$13.1 million, as compared to the same period in Fiscal 2000. Brian Woolf, Cache's Chairman commented, "Our June results were affected to some degree by the softening of the U.S. economy. Retail sales continue to be soft and generally promotionally driven. Our outlook for improvement during the second half partially depends on the economic climate."

Total sales for the twenty-six week period ended June 30, 2001 were \$89.8 million, as compared to \$84.7 million for the comparable period ended July 1, 2000, which represents an increase of \$5.1 million or 6%. Comparable store sales increased 3% during the twenty-six 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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