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FOR IMMEDIATE RELEASE

CACHE, INC.

NASDAQ COMMON STOCK SYMBOL CACH

CACHE REPORTS 9 PERCENT COMPARABLE STORE SALES INCREASE IN JULY 2003

New York, New York - August 7, 2003 - Cache Inc., (NASDAQ: CACH), a specialty chain of women's apparel stores with 240 stores open, reported July 2003 sales figures.

Comparable store sales (sales for stores open at least one year or more) increased 9% during the four week July 2003 period, as compared to the same period in 2002. Total sales for the four-week period ended July 26, 2003 increased \$1.5 million or 13% to \$12.8 million.

Comparable store sales increased 1% during the 30 week period ended July 26, 2003, as compared to the same period in 2002. Total sales for the 30 week period increased \$6.4 million or 5% to \$116.6 million.

Mr. Brian Woolf, Cache's Chairman commented, "Regular priced selling continues to drive our volume. Gross margins remain strong. We plan to open approximately 17 new stores before the end of 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.

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