

SEPTEMBER 6, 2001

FOR IMMEDIATE RELEASE

CACHE, INC.

NASDAQ COMMON STOCK SYMBOL CACH

CACHE AUGUST SAME STORE SALES RISE FIVE PERCENT

New York, New York - - September 6, 2001 - - - Cache Inc., (NASDAQ: CACH), a specialty chain of women's apparel stores, with 215 stores open reported August 2001 sales figures.

Comparable store sales (sales for stores open at least one year or more) increased 5% during the four week August 2001 period, as compared to the same period in 2000. Total sales for the four week period ended August 25, 2001 increased to \$11.6 million from \$11.0 million, as compared to the same period in Fiscal 2000. Brian Woolf, Cache's Chairman commented, "We were pleased with the 5% comparative store increase in August, despite the difficult retail environment. Casual and dressy separates sales, as well as accessory sales drove the business. We remain cautiously optimistic our sales will improve over the remainder of the year."

Total sales for the thirty-four week period ended August 25, 2001 were \$112.2 million, as compared to \$106.5 million for the comparable period ended August 26, 2000, which represents an increase of \$5.7 million or 5%. Comparable store sales increased 3% during the thirty-four 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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