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FOR IMMEDIATE RELEASE

CACHE, INC.

NASDAQ COMMON STOCK SYMBOL CACH

CACHE REPORTS 8 PERCENT COMPARABLE STORE SALES INCREASE IN
SEPTEMBER 2003

New York, New York - October 9, 2003 - Cache Inc., (NASDAQ: CACH), a specialty chain of women's apparel stores with 244 stores open, reported September 2003 sales figures.

Comparable store sales (sales for stores open at least one year or more) increased 8% during the five week September 2003 period, as compared to the same period in 2002. Total sales for the five week period ended September 27, 2003 increased \$2.6 million or 14% to \$21.0 million.

Comparable store sales increased 7% during the 13 week period ended September 27, 2003, as compared to the same period in 2002. Total sales for the 39 week period increased \$5.2 million or 12% to \$47.2 million.

Comparable store sales increased 3% during the 39 week period ended September 27, 2003, as compared to the same period in 2002. Total sales for the 39 week period ended September 27, 2003, as compared to the same period in 2002. Total sales for the 39 week period increased \$10.1 million or 7% to \$151.0 million.

Mr. Brian Woolf, Cache's Chairman commented, "We were pleased by our customers' favorable reaction to our fall merchandise assortment, which resulted in the 8% increase in comparable store sales. In addition, our profit margins remained strong during the third quarter."

Cache also announced that the Company plans to hold a conference call in conjunction with the release of fiscal third quarter 2003 results, on or around October 16, 2003. Details will be disclosed in a future press release.

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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