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CACHE APPOINTS PHILIP MORRIS AS EVP CHIEF MARKETING OFFICER

New York, NY – March 26, 2007 – Cache Inc. (NASDAQ: CACH) today announced the addition of Phillip Morris as Executive Vice President and Chief Marketing Officer. Mr. Morris joined Cache on March 19, 2007 after consulting with the Company since January 1, 2007 and will lead the Company’s marketing operations.

Mr. Brian Woolf, Cache Chairman stated: “We are excited to welcome Philip to Cache. We believe his experience will be invaluable to us as we begin our national loyalty campaign and continue to intensify our marketing programs. Philip has demonstrated for over 30 years a keen ability to build innovative and effective marketing strategies. He also has a great working relationship with Jim Frain, who joined us in July 2006 to assist in the development of our customer loyalty program and advance our direct mail and television advertising efforts. We remain very enthusiastic regarding the prospects to increase awareness, store visits and sales, as we introduce more invigorating and enticing marketing campaigns and are confident that the team we have in place today will assist us in reaching this goal.”

Mr. Morris possesses over 30 years experience working with leading retailers, as well as developing a successful advertising agency. Most recently, Philip served as Vice President for Chico’s White House Black Market where he assisted in the development of alternative marketing strategies and in particular the use of various media channels.

Certain matters discussed within this press release may constitute forward-looking statements within the meaning of the federal securities laws. 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, ability to successfully open new stores, introduction of the Cache Luxe concept, dependence on management, dependence on vendors and distributors, reliance on foreign manufacturers, material weakness in our internal controls, industry trends, merchandise and fashion trends, competition, seasonality and changes in general economic conditions and consumer spending patterns, as well as other risks outlined from time to time in the filings of Cache, Inc. with the Securities and Exchange Commission.

About Cache, Inc.

Cache is a nationwide, mall-based specialty retailer of sophisticated, social occasion sportswear and dresses targeting style-conscious women. Cache targets women between the ages of 25 and 45 who have a youthful attitude, are self-confident and fashion-conscious, and require a missy fit. We operate 297 Cache and Cache Luxe stores primarily situated in central locations in high traffic, upscale malls in 44 states, the Virgin Islands and Puerto Rico.