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Lusia Moskviceva Joins Cache as Senior Vice President Design

New York, New York – January 11, 2010 – Cache Inc., (NASDAQ: CACH), a specialty chain of women’s apparel stores, today announced that Lusia Moskviceva has joined the Company as Senior Vice President – Concept, Trend and Design.

Rabia Farhang, Executive Vice President and General Merchandise Manager, commented: “We are very excited to welcome Lusia to Cache. Lusia is a talented designer and her significant experience in specialty retail and specifically, the design of women’s sportswear and dresses is expected to be invaluable to us, as we continue to expand and elevate our assortments. With the addition of Lusia, we have now strengthened both our design and merchandising teams and believe we are well positioned to reach our goals and create long term value for our shareholders.”

Ms. Moskviceva possesses more than 13 years experience in the design industry. Most recently, she held the position of Design Director, Women’s Sportswear at Nautica from 2007 to 2009. Prior to 2007, she held the position of Design Director, Refined Sportswear at Ann Taylor from 2004 to 2007 and Design Director, Suits and Dresses for Ann Taylor Loft from 2001 to 2004, both of which are divisions of AnnTaylor Stores Corporation. Prior to 2001, she held designer positions with Oscar by Oscar de la Renta and Adrienne Vittadini.

“I am pleased to join Cache and lead the Company’s design team. Cache is a strong brand with a great potential and I am excited to assist the Company to achieve its objectives,” said Lusia Moskviceva.

About Cache, Inc.

Cache is a nationwide, mall-based specialty retailer of sophisticated sportswear and social occasion dresses targeting style-conscious women who have a youthful attitude and are self-confident. We currently operate 286 stores, primarily situated in central locations in high traffic, upscale malls in 43 states, the Virgin Islands and Puerto Rico.

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, 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.