

Exhibit 99

NEWS RELEASE

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FOR IMMEDIATE RELEASE

STAGE STORES TO PRESENT AT THE CIBC WORLD MARKETS CONSUMER GROWTH CONFERENCE

HOUSTON, TX, July 6, 2005 - Stage Stores, Inc. (Nasdaq: STGS) announced today that management will make a presentation at the CIBC World Markets Fifth Annual Consumer Growth Conference on Tuesday, July 12, 2005, at 1:45 p.m. Eastern Time. The conference is taking place at the Four Seasons Hotel in Boston.

A live webcast of the presentation will be available. To access the webcast, log on to the Company's web site at www.stagestores.com and then click on Investor Relations, then Webcasts, then the webcast link. A replay of the presentation will be available for 30 days following the conference.

Stage Stores, Inc. brings nationally recognized brand name apparel, accessories, cosmetics and footwear for the entire family to small and mid-size towns and communities through 537 stores located in 29 states. The Company operates under the Bealls, Palais Royal and Stage names throughout the South Central states, and under the Peebles name throughout the Mid-Atlantic, Southeastern and Midwestern states. For more information about Stage Stores, visit the Company's web site at www.stagestores.com.

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