

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934**

**January 7, 2010**

(Date of Report, date of earliest event reported)

**Stage Stores, Inc.**

(Exact name of registrant as specified in its charter)

**1-14035**

(Commission File Number)

**NEVADA**

(State or other jurisdiction of incorporation)

**91-1826900**

(I.R.S. Employer Identification No.)

**10201 Main Street, Houston, Texas**

(Address of principal executive offices)

**77025**

(Zip Code)

**(800) 579-2302**

(Registrant's telephone number, including area code)

**Not Applicable**

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ☐ Soliciting material pursuant to rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- ☐ Pre-commencement communications pursuant to Rule 14d-12 under the Exchange Act (17 CFR 240.14d-12(b))
- ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 8.01. Other Events.**

On January 7, 2010, Stage Stores, Inc. (the “Company”) issued a News Release reporting its December 2009 sales results. The Company also announced that it will make a presentation at the 12<sup>th</sup> Annual ICR XChange Conference on Thursday, January 14, 2010, at 5:30 pm Eastern Time. A copy of the News Release is attached to this Form 8-K as Exhibit 99.

**Item 9.01. Financial Statements and Exhibits.**

(d) Exhibits.

- 99 News Release issued by Stage Stores, Inc. on January 7, 2010 reporting its December 2009 sales results and announcing that it will make a presentation at the 12<sup>th</sup> Annual ICR XChange Conference on Thursday, January 14, 2010, at 5:30 pm Eastern Time.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, hereunto duly authorized.

**STAGE STORES, INC.**

January 8, 2010  
(Date)

/s/ Edward J. Record  
Edward J. Record  
Executive Vice President and  
Chief Financial Officer