

Exhibit 99

NEWS RELEASE

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FOR IMMEDIATE RELEASE

STAGE STORES REPORTS 1.8% INCREASE IN COMPARABLE STORE SALES FOR JUNE

HOUSTON, TX, July 7, 2011 - Stage Stores, Inc. (NYSE: SSI) today reported that its total sales for the five week June period ended July 2, 2011 increased 3.4% to \$134 million from \$129 million in the prior year five week period ended July 3, 2010. Comparable store sales for the month increased 1.8%.

Families of business which achieved positive comparable store sales during June were accessories, cosmetics, footwear, home & gifts, junior sportswear, and special sizes. Geographically, the Midwest, South Central, Southeast and Southwest regions had comparable store sales gains during the month.

SALES SUMMARY

<u>Fiscal Period</u>	<u>Comparable Store Sales</u> <u>% Increase (Decrease)</u>		<u>Total Sales</u> <u>(\$ in Millions)</u>	
	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>
1 st Quarter	0.2	(0.6)	347	340
May	0.0	(2.9)	117	116
June	1.8	(1.2)	134	129
2 nd Qtr-to-Date	0.9	(2.0)	251	245
Year-To-Date (5 Mos)	0.5	(1.2)	598	585

Store Activity

The Company reopened its flood-damaged store in Trinidad, CO during June.

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About Stage Stores

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 800 stores located in 39 states. For more information about Stage Stores, visit the Company's web site at www.stagestoresinc.com.

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