

Exhibit 99

NEWS RELEASE

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FOR IMMEDIATE RELEASE

STAGE STORES TO PRESENT AT THE LEHMAN BROTHERS NINTH ANNUAL RETAIL SEMINAR

HOUSTON, TX, April 26, 2006 - Stage Stores, Inc. (NYSE: SSI) announced today that management will make a presentation at the Lehman Brothers Ninth Annual Retail Seminar on Tuesday, May 2, 2006, at 11:15 a.m. Eastern Time. The conference is being held at The St. Regis Hotel in New York City.

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 online for approximately 30 days.

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 558 stores located in 31 states. The Company operates under the Stage, Bealls and Palais Royal names throughout the South Central states, and under the Peebles name throughout the Midwestern, Southeastern, Mid-Atlantic and New England states. On February 27, 2006, the Company purchased B.C. Moore & Sons, Inc., and acquired 78 retail locations in the Southeast. The Company currently plans to convert 69 of the acquired stores to its Peebles name and format, in phases, beginning in mid-July. For more information about Stage Stores, visit the Company's web site at www.stagestores.com.

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