

Exhibit 99

# NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

## **STAGE STORES TO PRESENT AT THE COWEN AND COMPANY 5<sup>TH</sup> ANNUAL CONSUMER CONFERENCE**

HOUSTON, TX, January 5, 2007 - Stage Stores, Inc. (NYSE: SSI) announced today that it will make a presentation at the Cowen and Company 5<sup>th</sup> Annual Consumer Conference on Wednesday, January 10, 2007, at 11:30 a.m. Eastern Time. The conference is being held at The Westin New York at Times Square 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](http://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.

The Company noted that the PowerPoint presentation that management will use at the Cowen Conference will be available for viewing in the Investor Relations section of the Company's web site prior to the start of their presentation.

### 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 656 stores located in 33 states. The Company operates under the Bealls, Palais Royal and Stage names throughout the South Central states, and under the Peebles name throughout the Midwestern, Southeastern, Mid-Atlantic and New England states. For more information about Stage Stores, visit the Company's web site at [www.stagestores.com](http://www.stagestores.com).

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