

Exhibit 99

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Stage Stores Board Declares Quarterly Cash Dividend

September Dividend Increases 50%

HOUSTON, TX, August 27, 2010 - Stage Stores, Inc. (NYSE: SSI) today announced that its Board of Directors has declared a quarterly cash dividend of 7.5 cents per share on the Company's common stock, payable on September 22, 2010 to shareholders of record at the close of business on September 7, 2010. The 7.5 cents per share rate reflects the 50% increase announced by the Company on June 14, 2010.

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 777 stores located in 39 states. The Company operates its stores under the five names of Bealls, Goody's, Palais Royal, Peebles and Stage. For more information about Stage Stores, visit the Company's web site at www.stagestoresinc.com.

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