

August 28, 2012



Ulta Beauty Announces Earnings Release Date, Conference Call and Webcast for Second Quarter Fiscal Year 2012 Results

BOLINGBROOK, Ill.--(BUSINESS WIRE)-- Ulta Beauty (NASDAQ:ULTA), a beauty retailer with 489 stores, today announced that the Company will conduct a conference call to discuss its second quarter fiscal year 2012 results on Thursday, September 6, 2012 at 5:00 p.m. Eastern Time / 4:00 p.m. Central Time. A press release detailing the Company's second quarter fiscal year 2012 results will be issued after the market closes and prior to the call. The conference call will be hosted by Chuck Rubin, President and Chief Executive Officer, and Gregg Bodnar, Chief Financial Officer.

Investors and analysts interested in participating in the call are invited to dial (877) 705-6003. The conference call will also be webcast live at <http://ir.ulta.com>. A replay of the webcast will remain available until November 30, 2012. A replay of the conference call will be available until 11:59 p.m. ET on September 13, 2012 and can be accessed by dialing (877) 870-5176 and entering conference ID number 398573.

About Ulta Beauty

Ulta Beauty is the largest beauty retailer that provides one-stop shopping for prestige, mass and salon products and salon services in the United States. Ulta Beauty provides affordable indulgence to its customers by combining unmatched product breadth, value and convenience with the distinctive environment and experience of a specialty retailer. Ulta Beauty offers a unique combination of over 20,000 prestige and mass beauty products across the categories of cosmetics, fragrance, haircare, skincare, bath and body products and salon styling tools, as well as salon haircare products. Ulta Beauty also offers a full-service salon in all of its stores. As of July 28, 2012, the Company operates 489 retail stores across 45 states.

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