

February 23, 2017



## Ulta Beauty Announces Earnings Release Date, Conference Call and Webcast for Fourth Quarter 2016 Results

BOLINGBROOK, Ill.--(BUSINESS WIRE)-- Ulta Beauty (NASDAQ: ULTA) today announced that the Company will conduct a conference call to discuss its fourth quarter 2016 results on Thursday, March 9, 2017 at 5:00 p.m. Eastern Time / 4:00 p.m. Central Time. A press release detailing the Company's fourth quarter 2016 results will be issued after the market closes and prior to the call. The conference call will be hosted by Mary Dillon, Chief Executive Officer, and Scott Settersten, 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 for 90 days. A replay of the conference call will be available until 11:59 p.m. ET on March 23, 2017 and can be accessed by dialing (844) 512-2921 and entering conference ID number 13654550.

### About Ulta Beauty

Ulta Beauty (NASDAQ: ULTA) is the largest beauty retailer in the United States and the premier beauty destination for cosmetics, fragrance, skin, hair care products and salon services. Since opening its first store in 1990, Ulta Beauty has grown to become the top national retailer providing All Things Beauty, All in One Place™. The Company offers more than 20,000 products from over 500 well-established and emerging beauty brands across all categories and price points, including Ulta Beauty's own private label. Ulta Beauty also offers a full-service salon in every store featuring hair, skin and brow services. Ulta Beauty is recognized for its commitment to personalized service, fun and inviting stores and its industry-leading Ultimate Rewards loyalty program. As of January 28, 2017, Ulta Beauty operates 974 retail stores across 48 states and the District of Columbia and also distributes its products through its website, which includes a collection of tips, tutorials and social content. For more information, visit [www.ulta.com](http://www.ulta.com).

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