

March 1, 2012



Ulta Beauty Announces Earnings Release Date, Conference Call and Webcast for Fourth Quarter and Fiscal Year 2011 Results

BOLINGBROOK, III.--(BUSINESS WIRE)-- Ulta Beauty (NASDAQ: ULTA), a beauty retailer with 449 retail stores, today announced that the Company will conduct a conference call to discuss its fourth quarter and fiscal year 2011 results on Thursday, March 8, 2012 at 5:00 p.m. Eastern Time/ 4:00 p.m. Central Time. A press release detailing the Company's fourth quarter and fiscal year 2011 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 approximately ten minutes prior to the start of the call. The conference call will also be webcast live at <http://ir.ulta.com>. A replay of the webcast will remain available until June 1, 2012. A replay of the conference call will be available until 11:59 p.m. ET on March 15, 2012 and can be accessed by dialing (877) 870-5176 and entering conference ID number 388666.

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 the product breadth, value and convenience of a beauty superstore 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 January 28, 2012, the Company operates 449 retail stores across 43 states and also distributes its products through its website: www.ulta.com.

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Source: Ulta Beauty