

January 4, 2012



Ulta Beauty Announces Participation in the 14th Annual ICR XChange Conference

BOLINGBROOK, Ill.--(BUSINESS WIRE)-- Ulta Beauty (NASDAQ:ULTA) today announced that it will be presenting at the 14th Annual ICR XChange Conference on Wednesday, January 11, 2012 at 9:15 a.m. Eastern Time, at the Fontainebleau Miami Beach in Miami Beach, Florida. Chuck Rubin, President and Chief Executive Officer and Gregg Bodnar, Chief Financial Officer will host the presentation. The presentation will also be webcast live on the Ulta Investor Relations website at <http://ir.ulta.com>. A copy of the presentation materials will be posted to the same web address on January 10, 2012.

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 December 31, 2011, the Company operates 449 retail stores across 43 states and also distributes its products through its website: www.ulta.com.

Company:

Ulta Beauty

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Chief Financial Officer

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Source: Ulta Beauty