

March 12, 2013



Ulta Beauty Appoints Scott Settersten Chief Financial Officer

BOLINGBROOK, Ill.--(BUSINESS WIRE)-- Ulta Beauty (NASDAQ: ULTA) (the "Company") today announced the appointment of Scott Settersten as Chief Financial Officer and Assistant Secretary, effective immediately. Mr. Settersten will report to Dennis Eck, Interim Chief Executive Officer.

Mr. Settersten has been Acting Chief Financial Officer and Assistant Secretary since October 2012. He previously served as Vice President of Accounting since 2010 and was responsible for accounting, tax and external reporting. In that role, he also oversaw investor relations and worked closely with the Audit Committee and Board of Directors. He joined Ulta Beauty in January 2005 as Director of Financial Reporting.

Prior to joining Ulta Beauty, Mr. Settersten spent 15 years with PricewaterhouseCoopers LLP as a certified public accountant serving in various senior manager roles in the assurance and risk management practices. Mr. Settersten earned his Masters of Science in Accountancy from DePaul University in Chicago and an undergraduate degree from the University of Wisconsin Stout.

"The Board and I are delighted to appoint Scott to this position which is so crucial to Ulta Beauty's future success," Mr. Eck said. "During his eight years with Ulta Beauty, Scott has demonstrated excellent leadership and management capabilities. Scott is highly respected by the Board and the Ulta Beauty leadership team, and has done a terrific job stepping up to lead the finance organization since taking on the CFO role last fall. Scott will be a valuable partner to me and to the next CEO of Ulta Beauty."

"I am honored to serve as Chief Financial Officer of Ulta Beauty," said Settersten. "I look forward to continuing to work closely with the board and the leadership team to successfully execute our long term growth strategy."

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 February 2, 2013, Ulta operates 550 retail stores across 45 states and also distributes its products through the Company's website:

www.ulta.com.

Ulta Beauty

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