NEWS BULLETIN

RE: CLAIRE'S STORES, INC.

2400 WEST CENTRAL ROAD, HOFFMAN ESTATES, ILLINOIS 60192

CLAIRE'S STORES, INC. TO PRESENT AT WELLS FARGO CONSUMER CONFERENCE

CHICAGO, May 18, 2011. Claire's Stores, Inc., one of the world's leading specialty retailers of fashionable accessories and jewelry at affordable prices for young women, teens, tweens and girls ages 3 to 27, today announced it will present at the Wells Fargo Consumer Conference, to be held Tuesday, May 24, to Wednesday, May 25, 2011, at the Wynn Hotel in Las Vegas, Nevada.

Claire's Stores will present on Wednesday, May 25, 2011, at 9:05 a.m. Pacific Time (12:05 p.m. Eastern Time). For those unable to attend in person, an audio webcast of the presentation is available for 90 days after the live presentation and can be accessed at: http://cc.talkpoint.com/well001/052411a_cy/?entity=7_4FTG76W or http://www.clairestores.com.

About Claire's Stores
Claire's Stores, Inc. is one of the world's leading specialty retailers of fashionable accessories and jewelry at affordable prices for young women, teens, tweens and girls ages 3 to 27. The Company operates through its two store concepts: Claire's® Globally and Icing® in North America. As of April 30, 2011, Claire's Stores, Inc. operated 3,000 stores in North America and Europe. The Company also franchises or licenses 391 stores in Japan, the Middle East, Turkey, Russia, South Africa, Greece, Guatemala, Malta and Ukraine. More information regarding Claire's Stores is available on the Company's corporate website at http://www.clairestores.com.

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