

STAGE STORES INC  
Form 8-K  
January 11, 2007

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT  
Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934**

**January 8, 2007**

(Date of Report, date of earliest event reported)

**Stage Stores, Inc.**

(Exact name of registrant as specified in its charter)

**1-14035**

(Commission File Number)

**NEVADA**

(State or other jurisdiction of incorporation)

**91-1826900**

(I.R.S. Employer Identification No.)

**10201 Main Street, Houston, Texas**

(Address of principal executive offices)

**77025**

(Zip Code)

**(800) 579-2302**

(Registrant's telephone number, including area code)

**Not Applicable**

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-12 under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 8.01.**

**Other Events.**

**Stage Stores issues News Release announcing updated long-range strategic growth initiatives.**

On January 8, 2007, Stage Stores, Inc. issued a News Release announcing updated long-range strategic growth initiatives. A copy of the News Release is attached to this Form 8-K as Exhibit 99.1.

**Stages Stores issues News Release announcing stock split and stock repurchase program and providing 2007 sales and EPS forecasts.**

On January 9, 2007, Stage Stores, Inc. issued a News Release announcing a 3-for-2 stock split and a \$50 million stock repurchase program and providing preliminary FY 2007 sales and EPS forecasts on a post-split basis. A copy of the News Release is attached to this Form 8-K as Exhibit 99.2.

**Item 9.01.**

**Financial Statements and Exhibits.**

(d)

Exhibits.

99.1 News Release issued by Stage Stores, Inc. on January 8, 2007 announcing updated long-range strategic growth initiatives.

99.2 News Release issued by Stage Stores, Inc. on January 9, 2007 announcing a 3-for-2 stock split and a \$50 million stock repurchase program and providing preliminary FY 2007 sales and EPS forecasts on a post-split basis.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, hereunto duly authorized.

**STAGE STORES, INC.**

January 11, 2007  
(Date)

/s/ Michael E. McCreery  
Michael E. McCreery  
Executive Vice President and  
Chief Financial Officer