

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549**

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**FORM 8-K**

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

**March 1, 2012**  
(Date of Report, Date of Earliest Event Reported)

**Stage Stores, Inc.**  
(Exact Name of Registrant as Specified in 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(b) 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))

**Item 8.01 Other Events**

On March 1, 2012, Stage Stores, Inc. (the “Company”) issued a News Release reporting its February 2012 sales results. The Company also announced that it will make a presentation at the Bank of America Merrill Lynch 2012 Consumer & Retail Conference on Wednesday, March 7, 2012, at 3:10 p.m. Eastern Time. A copy of the News Release is attached to this Form 8-K as Exhibit 99.

**Item 9.01 Financial Statements and Exhibits**

**(d) Exhibits**

- 99 News Release issued by Stage Stores, Inc. on March 1, 2012, reporting its February 2012 sales results and announcing that it will make a presentation at the Bank of America Merrill Lynch 2012 Consumer & Retail Conference on Wednesday, March 7, 2012, at 3:10 p.m. Eastern Time.

**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.**

March 2, 2012  
(Date)

/s/ Oded Shein  
Oded Shein  
Chief Financial Officer