

STAGE STORES INC  
Form 8-K  
July 12, 2004

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**

**July 8, 2004**

(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)

(713) 667-5601

(Registrant's telephone number, including area code)

Not Applicable

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

ITEM 7. Financial Statements and Exhibits

- Financial statements of business acquired.

Not applicable.

- Pro forma financial information.

Not applicable.

- Exhibits.

99.1 News Release issued by Stage Stores, Inc. on July 8, 2004 reporting June 2004 sales, updating second quarter and full year guidance and announcing the Company's participation at CIBC World Markets Fourth Annual Consumer Growth Conference.

ITEM 12. Results of Operations and Financial Condition

On July 8, 2004, Stage Stores, Inc. issued a news release reporting its sales for June 2004, updating second quarter and full year guidance and announcing the Company's participation at CIBC World Markets Fourth Annual Consumer Growth Conference. A copy of the news release is attached to this Form 8-K as Exhibit 99.1.

This information shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing.

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.

July 8, 2004

/s/ Michael E. McCreery

(Date)

Michael E. McCreery

Executive Vice President and Chief

Financial Officer

