

BEBE STORES INC  
Form 4  
October 17, 2006

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
PETERSON SUSAN

(Last) (First) (Middle)  
400 VALLEY DRIVE  
(Street)

BRISBANE, CA 94005-1208

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
BEBE STORES INC [BEBE]

3. Date of Earliest Transaction  
(Month/Day/Year)  
10/13/2006

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
VP Design

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock	10/13/2006		M	388 A \$ 0	388	D	
Common Stock	10/13/2006		S <sup>(1)</sup>	388 D \$ 25.75	0	D	
Common Stock	10/13/2006		M	2,112 A \$ 0	2,112	D	
Common Stock	10/13/2006		S <sup>(1)</sup>	2,112 D \$ 25.75	0	D	
Common Stock	10/16/2006		M	543 A \$ 8.63	543	D	

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Common Stock	10/16/2006	S <sup>(1)</sup>	543	D	\$ 26.22	0	D
Common Stock	10/16/2006	M	2,957	A	\$ 0	2,957	D
Common Stock	10/16/2006	S <sup>(1)</sup>	2,957	D	\$ 26.22	0	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)				
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Incentive Stock Option (right to buy)	\$ 8.63	10/13/2006		M	388	07/17/2005 <sup>(2)</sup>	02/17/2014	Common Stock			
Incentive Stock Option (right to buy)	\$ 8.63	10/16/2006		M	543	02/17/2005 <sup>(2)</sup>	02/17/2014	Common Stock			
Non-Qualified Stock Option (right to buy)	\$ 8.63	10/13/2006		M	2,112	07/17/2005 <sup>(2)</sup>	02/17/2014	Common Stock			2
Non-Qualified Stock Option (right to buy)	\$ 8.63	10/16/2006		M	2,957	02/17/2005 <sup>(2)</sup>	02/17/2014	Common Stock			2

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other

PETERSON SUSAN  
400 VALLEY DRIVE  
BRISBANE, CA 94005-1208

VP Design

## Signatures

Susan Peterson                      10/17/2006

          Signature of  
Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Transaction executed as a part of a pre-arranged stock trading plan adopted in accordance with the requirements of Rule 10b5-1 of the Securities and Exchange Act of 1934.
- (2) The Option becomes exercisable at the rate of 20% in the first year, 20% in the second year and 30% in each of the third and fourth years.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.  
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