

LUNDY RUSS II  
Form 3  
February 07, 2013

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name <b>and</b> Ticker or Trading Symbol	
Â LUNDY RUSS II		(Month/Day/Year)	STAGE STORES INC [SSI]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
		01/28/2013		
10201 MAIN STREET			(Check all applicable)	
(Street)			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below)    (specify below) EVP, Stores	
HOUSTON,Â TXÂ 77025			6. Individual or Joint/Group Filing(Check Applicable Line)	
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person	

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	18,384 <sup>(1)</sup>	D	Â

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

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Title	Amount or Number of		

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				Shares		(I) (Instr. 5)	
Stock Appreciation Rights	03/28/2009	03/28/2014	Common Stock	1,250	\$ 22.96	D	Â
Stock Appreciation Rights	03/28/2010	03/28/2014	Common Stock	1,625	\$ 22.96	D	Â
Stock Appreciation Rights	03/28/2011	03/28/2014	Common Stock	1,625	\$ 22.96	D	Â
Stock Appreciation Rights	03/27/2013	03/27/2016	Common Stock	3,000	\$ 9.77	D	Â
Stock Appreciation Rights	03/26/2013	03/26/2017	Common Stock	3,000	\$ 15.5	D	Â
Stock Appreciation Rights	03/26/2014	03/26/2017	Common Stock	3,000	\$ 15.5	D	Â
Stock Appreciation Rights	03/29/2013	03/29/2018	Common Stock	1,450	\$ 18.84	D	Â
Stock Appreciation Rights	03/29/2014	03/29/2018	Common Stock	1,450	\$ 18.84	D	Â
Stock Appreciation Rights	03/29/2015	03/29/2018	Common Stock	1,450	\$ 18.84	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LUNDY RUSS II 10201 MAIN STREET HOUSTON, TX 77025	Â	Â	Â	EVP, Stores Â

## Signatures

/s/ R.E. Stasyszen, Attorney in Fact for Russ Lundy II 02/07/2013

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 5(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) Includes 16,388 non-vested restricted shares, of which 2,288 shares were granted on March 29, 2011, 4,100 shares were granted on March 28, 2012, and 10,000 shares were granted on July 23, 2012. The shares will vest 25% per year on the first four anniversary dates from the date of grant. Also includes 1,699 shares acquired pursuant to the Stage Stores Deferred Compensation Plan (the "Plan"), that may not be transferred to an alternative investment within the Plan or liquidated by the reporting person and will remain in the reporting person's account until such date as the reporting person is no longer an employee of the issuer and for a period of six months thereafter, at which time they will be transferred to the reporting person.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.