

KISH JEFF  
Form 4  
July 12, 2005

**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 \*  
**KISH JEFF**

2. Issuer Name and Ticker or Trading Symbol  
**STAGE STORES INC [STGS]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
**10201 S. MAIN STREET**  
  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
**07/08/2005**

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
**SVP, Chief Information Officer**

**HOUSTON, TX 77025**

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

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

(City) (State) (Zip)

**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 Indirect Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
|                                 |                                      |  | Code                           | V   | Amount or Price   |  |  |
| Common Stock                    | 07/08/2005                           |  | M                              |   | 12,500 A \$ 16.25   | D  |  |
| Common Stock                    | 07/08/2005                           |  | S                              |   | 4,200 (1) D \$ 45   | D  |  |
| Common Stock                    | 07/08/2005                           |  | S                              |   | 3,050 (1) D \$ 45.01  | D  |  |
| Common Stock                    | 07/08/2005                           |  | S                              |   | 850 (1) D \$ 45.02  | D  |  |
| Common Stock                    | 07/08/2005                           |  | S                              |   | 1,800 (1) D \$ 45.03  | D  |  |

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|              |            |   |              |   |          |       |   |
|--------------|------------|---|--------------|---|----------|-------|---|
| Common Stock | 07/08/2005 | S | 1,600<br>(1) | D | \$ 45.04 | 1,000 | D |
| Common Stock | 07/08/2005 | S | 400 (1)      | D | \$ 45.05 | 600   | D |
| Common Stock | 07/08/2005 | S | 100 (1)      | D | \$ 45.06 | 500   | D |
| Common Stock | 07/08/2005 | S | 100 (1)      | D | \$ 45.07 | 400   | D |
| Common Stock | 07/08/2005 | S | 300 (1)      | D | \$ 45.08 | 100   | D |
| Common Stock | 07/08/2005 | S | 100 (1)      | D | \$ 45.11 | 0     | D |

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

**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.**

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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 Securities (Instr. 3 and 4) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| Stock Option (Right to Buy)                | \$ 16.25   | 07/08/2005                           |  | M                              | 12,500  | 08/24/2004 08/24/2011                                    | Common Stock  | 0                          |

## Reporting Owners

| Reporting Owner Name / Address                         | Relationships |           |                                |       |
|--|---------------|-----------|--------------------------------|-------|
|  | Director      | 10% Owner | Officer                        | Other |
| KISH JEFF<br>10201 S. MAIN STREET<br>HOUSTON, TX 77025 |               |           | SVP, Chief Information Officer |       |

## Signatures

/s/ Jeffrey J.  
Kish

07/12/2005

\_\_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) This sale was made pursuant to a pre-established, written plan for trading securities pursuant to Rule 10b5-1 adopted by the Securities Exchange Act of 1934.
- (2) Includes all derivative securities currently owned by the reporting person, including those previously reported.

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.