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FOR IMMEDIATE RELEASE

LEIFSDOTTIR BRAND TO EXPAND TO RETAIL MARKET

February 1, 2010, PHILEDELPHIA, PA- Urbn Inc. will open the first Leifsdottir brand retail store February 21 in Pennsylvania. The new boutique will be located next to the company's flagship Urban Outfitters store. Women who currently have to go to department stores to find this brand will enjoy the convenience of a boutique atmosphere while shopping the line of artistic, collectible and timeless apparel.

"There has been a demand for this brand to move away from being a strictly wholesale line," said Dagny Taggart, brand manager. "We want to open a number of boutiques in the coming months to give our customers a more personal experience with the brand."

Ten boutiques are scheduled to open by Dec. 2010 in various cities throughout the United States. Stores opening earlier in the year will feature the newest line. The brand's Spring 2010 line will take customers on a journey to the East- featuring exotic prints and delicate designs. The old-world charm Leifsdottir's garments are famous for can still be seen in the carefully crafted items.

Leifsdottir is a young designer collection for today that finds inspiration in the past. Its old-world dressmaker philosophy comes to life in exquisitely tailored, soulful clothing and accessories intended to serve as timeless keepsakes within a wardrobe. The clothes embody the complex personality of the wearer, who is independent and driven, with a love for life and lighthearted charm.

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Urbn Inc. was founded in Philadelphia in 1970. The five brands carried by the company — Urban Outfitters, Anthropologie, Free People, Leifsdottir and Terrain — are both compelling and distinct. Each brand chooses a particular customer segment, and once chosen, sets out to create sustainable points of distinction with that segment. In the retail brands we design innovative stores that resonate with the target audience; offer an eclectic mix of merchandise in which hard and soft goods are cross merchandised; and construct unique product displays that incorporate found objects into creative selling vignettes. The emphasis is on creativity. Our goal is to offer a product assortment and an environment so compelling and distinctive that the customer feels an empathetic connection to the brand and is persuaded to buy. For more information visit www.urbn.com.