

Contact: Economic Development Partnership, 803.641.3300

Urban Outfitters Brings 200 New Jobs to Edgefield County

Company to open fulfillment center in Trenton

Urban Outfitters, Inc., a specialty clothing and accessories company, announced today that it will relocate its Direct Consumer Fulfillment Center from Pennsylvania to the Edgefield County community of Trenton. The company has agreed to purchase the equipment and to lease the 459,000-square-foot facility formerly operated by VF Corp.

Urban Outfitters will initially hire approximately 200 to staff its fulfillment center. In addition, the company is considering locating its inbound call center in Edgefield County, which could create an additional 200 jobs in the area.

Urban's relocation decision was driven by the exceptional recruiting effort by the state, county and local community, as well as by the work ethic of South Carolina workers, company officials said. Urban evaluated facilities and sites in several other states including its home state of Pennsylvania, West Virginia, Maryland and New Jersey before choosing South Carolina.

"We considered a variety of locations, but South Carolina offered so many attractive factors that we were convinced it was the right place to be," said Urban Outfitters CFO John Kyees. "We found a building and workforce that ideally suited our needs. Also, we were impressed by the pro-business environment and the exceptional efforts by the South Carolina Department of Commerce, the Economic Development Partnership, the Edgefield County Economic Development Committee and a host of business and community leaders to make us feel welcome in South Carolina."

The company's direct fulfillment division, which will be entirely located in South Carolina, is the fastest growing segment of the company, growing 91 percent in 2004 and expected to grow an additional 50 to 60 percent in 2005. The division fulfils orders directly to consumers and is driven by sales via catalog and the Internet.

"A top priority for this administration from day one has been creating jobs in our rural communities and this announcement is an important step forward on that front," said Gov. Mark Sanford. "We're going to stay focused on continuing to create jobs in every corner of the state. That starts with improving our underlying business climate so that economic development folks have the tools they need to attract jobs and capital investment. For us that means additional income tax relief to make South Carolina even more attractive to companies looking to grow."

“We are pleased that Urban Outfitters recognized the advantages South Carolina could offer—a business-friendly climate, a quality-driven workforce and a strategic location for distribution success,” said Commerce Secretary Bob Faith. “As this company grows, we look forward to doing everything possible to help it grow in South Carolina.”

“We are delighted that Urban Outfitters is coming to Edgefield County,” said Chairman of Edgefield County Economic Development Bettis Rainsford. “This is exactly the kind of company we want to bring home to our county. It is well managed, rapidly growing and provides a great work environment to its employees. We are confident that the company’s new facility will enable it to accelerate its pace of growth into the future.”

Urban Outfitters will hold a job fair for customer service-oriented positions from 3:00-7:00 p.m. on Tuesday, May 17. The job fair will be held at the company’s new facility at the Edgefield County Industrial Park, which is nine miles north of exit 5 on I-20, just off Highway 25. The jobs will pay a competitive wage and will give the employees an opportunity to join a fast-growing business with career growth potential. Any questions regarding the job fair should be directed to the Economic Development Partnership at 803.641.3300.

“I strongly encourage area residents to come out for this job fair,” said Chairman of Edgefield County Council Monroe Kneece. “This company provides excellent job opportunities with good wages and benefits. We wholeheartedly welcome Urban Outfitters to our area and appreciate the jobs this growing company is creating here.”

Anyone interested in employment opportunities with Urban Outfitters, Inc may also apply at www.sctechjobs.com, the Aiken ESC Workforce Center, or your local ESC Workforce Center. Former VF Playwear employees are encouraged to apply.

Urban Outfitters, Inc. is an innovative specialty retailer and wholesaler that offers a variety of lifestyle merchandise to highly defined customer niches through 77 Urban Retail stores in the United States, Canada and Europe; an Urban catalog and web site (www.urbn.com); 67 Anthropologie stores in the United States; an Anthropologie catalog and web site (www.anthropologie.com); and Free People, the company’s wholesale division, which sells its product to approximately 1,100 specialty stores, department stores and catalogs, as well as through two Free People stores. Urban anticipates total sales in the current fiscal year to exceed \$1 billion. Out of thousands of publicly traded companies, Urban was ranked 12th on the Wall Street Journal’s honor roll for top stock price performance over the one, three, five, and ten-year horizons.

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