

Urban Outfitters, Inc.
Total Company Net Sales by Brand and Channel
Fiscal Years 2008 though 2011

	Fiscal Year 2011 Quarter Ended				Six Months Ended
	April 30, 2010	July 31, 2010			July 31, 2010
Net Sales by Brand					
Urban Outfitters	\$ 210,505	\$ 243,232			\$ 453,737
Anthropologie	224,679	256,353			481,032
Free People	40,568	46,876			87,444
Other	4,209	5,698			9,907
Total Company Net Sales	\$ 479,961	\$ 552,159			\$ 1,032,120
Net Sales by Channel					
Retail Stores	\$ 368,541	\$ 425,655			\$ 794,196
Direct-to-Consumer	86,267	96,571			182,838
Retail Segment Sales	454,808	522,226			977,034
Wholesale Segment	25,153	29,933			55,086
Total Company Net Sales	\$ 479,961	\$ 552,159			\$ 1,032,120
	Fiscal Year 2010 Quarter Ended				Fiscal Year Ended
	April 30, 2009	July 31, 2009	October 31, 2009	January 31, 2010	January 31, 2010
Net Sales by Brand					
Urban Outfitters	\$ 181,285	\$ 211,396	\$ 240,476	\$ 284,076	\$ 917,233
Anthropologie	164,606	203,740	216,268	257,752	842,366
Free People	35,783	39,176	45,084	43,591	163,634
Other	3,122	4,314	4,072	3,074	14,582
Total Company Net Sales	\$ 384,796	\$ 458,626	\$ 505,900	\$ 588,493	\$ 1,937,815
Net Sales by Channel					
Retail Stores	\$ 299,791	\$ 361,789	\$ 395,640	\$ 452,774	\$ 1,509,994
Direct-to-Consumer	60,810	70,931	79,767	112,231	323,739
Retail Segment Sales	360,601	432,720	475,407	565,005	1,833,733
Wholesale Segment	24,195	25,906	30,493	23,488	104,082
Total Company Net Sales	\$ 384,796	\$ 458,626	\$ 505,900	\$ 588,493	\$ 1,937,815
	Fiscal Year 2009 Quarter Ended				Fiscal Year Ended
	April 30, 2008	July 31, 2008	October 31, 2008	January 31, 2009	January 31, 2009
Net Sales by Brand					
Urban Outfitters	\$ 187,716	\$ 218,958	\$ 241,798	\$ 261,539	\$ 910,011
Anthropologie	170,988	192,650	185,451	203,784	752,873
Free People	34,971	39,521	47,995	40,687	163,174
Other	617	3,166	2,709	2,068	8,560
Total Company Net Sales	\$ 394,292	\$ 454,295	\$ 477,953	\$ 508,078	\$ 1,834,618
Net Sales by Channel					
Retail Stores	\$ 311,862	\$ 365,794	\$ 378,144	\$ 396,286	\$ 1,452,086
Direct-to-Consumer	58,248	60,498	65,916	87,810	272,472
Retail Segment Sales	370,110	426,292	444,060	484,096	1,724,558
Wholesale Segment	24,182	28,003	33,893	23,982	110,060
Total Company Net Sales	\$ 394,292	\$ 454,295	\$ 477,953	\$ 508,078	\$ 1,834,618
	Fiscal Year 2008 Quarter Ended				Fiscal Year Ended
	April 30, 2007	July 31, 2007	October 31, 2007	January 31, 2008	January 31, 2008
Net Sales by Brand					
Urban Outfitters	\$ 150,004	\$ 160,223	\$ 182,412	\$ 235,515	\$ 728,154
Anthropologie	139,882	158,416	161,506	193,740	653,544
Free People	24,658	29,810	35,402	36,156	126,026
Other	-	-	-	-	-
Total Company Net Sales	\$ 314,544	\$ 348,449	\$ 379,320	\$ 465,411	\$ 1,507,724
Net Sales by Channel					
Retail Stores	\$ 251,197	\$ 281,789	\$ 305,744	\$ 368,780	\$ 1,207,510
Direct-to-Consumer	43,507	42,538	46,777	72,920	205,742
Retail Segment Sales	294,704	324,327	352,521	441,700	1,413,252
Wholesale Segment	19,840	24,122	26,799	23,711	94,472
Total Company Net Sales	\$ 314,544	\$ 348,449	\$ 379,320	\$ 465,411	\$ 1,507,724