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

	Fiscal Year 2011 Quarter Ended								Six Months Ended	
Net Sales by Brand		ril 30, 2010		ly 31, 2010						ly 31, 2010
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 201						Year Ended
Net Sales by Brand		ril 30, 2009		ly 31, 2009		per 31, 2009		ary 31, 2010		uary 31, 2010
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	•	000 704	•	004 700	•	005.040	•	450 774	•	4 500 004
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
Net Sales by Brand	Δη	il 30, 2008		Fiscal Year 200			Janu	ary 31 2009		Year Ended
Net Sales by Brand		ril 30, 2008	Ju	ly 31, 2008	Octol	per 31, 2008		ary 31, 2009	Janı	uary 31, 2009
Urban Outfitters	Ap :	187,716		ly 31, 2008 218,958		241,798	Janu \$	261,539		910,011
Urban Outfitters Anthropologie		187,716 170,988	Ju	19 31, 2008 218,958 192,650	Octol	241,798 185,451		261,539 203,784	Janı	910,011 752,873
Urban Outfitters Anthropologie Free People		187,716 170,988 34,971	Ju	218,958 192,650 39,521	Octol	241,798 185,451 47,995		261,539 203,784 40,687	Janı	910,011 752,873 163,174
Urban Outfitters Anthropologie		187,716 170,988	Ju	1y 31, 2008 218,958 192,650	Octol	241,798 185,451		261,539 203,784	Janı	910,011 752,873
Urban Outfitters Anthropologie Free People Other Total Company Net Sales	\$	187,716 170,988 34,971 617	\$	218,958 192,650 39,521 3,166	S \$	241,798 241,798 185,451 47,995 2,709	\$	261,539 203,784 40,687 2,068	Janu \$	910,011 752,873 163,174 8,560
Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel	\$	187,716 170,988 34,971 617 394,292	\$ \$	ly 31, 2008 218,958 192,650 39,521 3,166 454,295	Octol	241,798 241,798 185,451 47,995 2,709 477,953	\$	261,539 203,784 40,687 2,068 508,078	Janu \$	910,011 752,873 163,174 8,560 1,834,618
Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel Retail Stores	\$	187,716 170,988 34,971 617 394,292	\$	ly 31, 2008 218,958 192,650 39,521 3,166 454,295	S \$	241,798 241,798 185,451 47,995 2,709 477,953	\$	261,539 203,784 40,687 2,068 508,078	Janu \$	910,011 752,873 163,174 8,560 1,834,618
Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel Retail Stores Direct-to-Consumer	\$	187,716 170,988 34,971 617 394,292 311,862 58,248	\$ \$	ly 31, 2008 218,958 192,650 39,521 3,166 454,295 365,794 60,498	Octol	241,798 241,798 185,451 47,995 2,709 477,953 378,144 65,916	\$	261,539 203,784 40,687 2,068 508,078	Janu \$	910,011 752,873 163,174 8,560 1,834,618 1,452,086 272,472
Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel Retail Stores Direct-to-Consumer Retail Segment Sales	\$	187,716 170,988 34,971 617 394,292 311,862 58,248 370,110	\$ \$	ly 31, 2008 218,958 192,650 39,521 3,166 454,295 365,794 60,498 426,292	Octol	241,798 185,451 47,995 2,709 477,953 378,144 65,916 444,060	\$	261,539 203,784 40,687 2,068 508,078 396,286 87,810 484,096	Janu \$	910,011 752,873 163,174 8,560 1,834,618 1,452,086 272,472 1,724,558
Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel Retail Stores Direct-to-Consumer Retail Segment Sales Wholesale Segment	\$ \$	187,716 170,988 34,971 617 394,292 311,862 58,248 370,110 24,182	\$ \$	y 31, 2008 218,958 192,650 39,521 3,166 454,295 365,794 60,498 426,292 28,003	Octol	241,798 185,451 47,995 2,709 477,953 378,144 65,916 444,060 33,893	\$ \$	261,539 203,784 40,687 2,068 508,078 396,286 87,810 484,096 23,982	\$ \$	1,452,086 272,472 110,060
Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel Retail Stores Direct-to-Consumer Retail Segment Sales	\$	187,716 170,988 34,971 617 394,292 311,862 58,248 370,110	\$ \$	ly 31, 2008 218,958 192,650 39,521 3,166 454,295 365,794 60,498 426,292	Octol	241,798 185,451 47,995 2,709 477,953 378,144 65,916 444,060	\$	261,539 203,784 40,687 2,068 508,078 396,286 87,810 484,096	Janu \$	910,011 752,873 163,174 8,560 1,834,618 1,452,086 272,472 1,724,558
Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel Retail Stores Direct-to-Consumer Retail Segment Sales Wholesale Segment	\$ \$	187,716 170,988 34,971 617 394,292 311,862 58,248 370,110 24,182	\$ \$	y 31, 2008 218,958 192,650 39,521 3,166 454,295 365,794 60,498 426,292 28,003 454,295	\$ \$ \$	241,798 241,798 185,451 47,995 2,709 477,953 378,144 65,916 444,060 33,893 477,953	\$ \$	261,539 203,784 40,687 2,068 508,078 396,286 87,810 484,096 23,982	\$ \$ \$ \$ \$	1,452,086 272,472 1,724,558 11,834,618
Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel Retail Stores Direct-to-Consumer Retail Segment Sales Wholesale Segment	\$ \$ \$	187,716 170,988 34,971 617 394,292 311,862 58,248 370,110 24,182	\$ \$	y 31, 2008 218,958 192,650 39,521 3,166 454,295 365,794 60,498 426,292 28,003	\$ \$ \$ Quarte	241,798 185,451 47,995 2,709 477,953 378,144 65,916 444,060 33,893 477,953	\$ \$	261,539 203,784 40,687 2,068 508,078 396,286 87,810 484,096 23,982	\$ \$ Fiscal	1,452,086 272,472 1,724,558 11,060 1,834,618 272,472 1,724,558 110,060 1,834,618
Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel Retail Stores Direct-to-Consumer Retail Segment Sales Wholesale Segment Total Company Net Sales	\$ \$ \$	187,716 170,988 34,971 617 394,292 311,862 58,248 370,110 24,182 394,292	\$ \$	ly 31, 2008 218,958 192,650 39,521 3,166 454,295 365,794 60,498 426,292 28,003 454,295 Fiscal Year 200 ly 31, 2007	\$ \$ \$ Quarte	241,798 241,798 185,451 47,995 2,709 477,953 378,144 65,916 444,060 33,893 477,953 r Ended per 31, 2007	\$ \$	261,539 203,784 40,687 2,068 508,078 396,286 87,810 484,096 23,982 508,078	\$ \$ Fiscal	1,452,086 272,472 1,724,558 11,834,618 272,472 1,724,558 110,060 1,834,618 272,472
Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel Retail Stores Direct-to-Consumer Retail Segment Sales Wholesale Segment Total Company Net Sales Net Sales by Brand Urban Outfitters	\$ \$ \$	187,716 170,988 34,971 617 394,292 311,862 58,248 370,110 24,182 394,292	\$ \$ \$	ly 31, 2008 218,958 192,650 39,521 3,166 454,295 365,794 60,498 426,292 28,003 454,295 Fiscal Year 200 ly 31, 2007 160,223	\$ \$ \$ Quarte	241,798 241,798 185,451 47,995 2,709 477,953 378,144 65,916 444,060 33,893 477,953 r Ended per 31, 2007 182,412	\$ \$ \$	261,539 203,784 40,687 2,068 508,078 396,286 87,810 484,096 23,982 508,078	\$ \$ Fiscal Janu	1,452,086 272,472 1,724,558 11,060 1,834,618 272,472 1,724,558 110,060 1,834,618 272,472 1,724,558 110,060 1,834,618
Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel Retail Stores Direct-to-Consumer Retail Segment Sales Wholesale Segment Total Company Net Sales Net Sales by Brand Urban Outfitters Anthropologie	\$ \$ \$	187,716 170,988 34,971 617 394,292 311,862 58,248 370,110 24,182 394,292	\$ \$ \$	y 31, 2008 218,958 192,650 39,521 3,166 454,295 365,794 60,498 426,292 28,003 454,295 Fiscal Year 200 ly 31, 2007 160,223 158,416	\$ \$ \$ Quarte	241,798 241,798 185,451 47,995 2,709 477,953 378,144 65,916 444,060 33,893 477,953 r Ended per 31, 2007 182,412 161,506	\$ \$ \$	261,539 203,784 40,687 2,068 508,078 396,286 87,810 484,096 23,982 508,078	\$ \$ Fiscal Janu	1,452,086 272,472 1,724,558 11,060 1,834,618 1,452,086 272,472 1,724,558 110,060 1,834,618 1,834,618 Year Ended Juary 31, 2008 728,154 653,544
Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel Retail Stores Direct-to-Consumer Retail Segment Sales Wholesale Segment Total Company Net Sales Net Sales by Brand Urban Outfitters	\$ \$ \$	187,716 170,988 34,971 617 394,292 311,862 58,248 370,110 24,182 394,292	\$ \$ \$	ly 31, 2008 218,958 192,650 39,521 3,166 454,295 365,794 60,498 426,292 28,003 454,295 Fiscal Year 200 ly 31, 2007 160,223	\$ \$ \$ Quarte	241,798 241,798 185,451 47,995 2,709 477,953 378,144 65,916 444,060 33,893 477,953 r Ended per 31, 2007 182,412	\$ \$ \$	261,539 203,784 40,687 2,068 508,078 396,286 87,810 484,096 23,982 508,078	\$ \$ Fiscal Janu	1,452,086 272,472 1,724,558 11,060 1,834,618 272,472 1,724,558 110,060 1,834,618 272,472 1,724,558 110,060 1,834,618
Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel Retail Stores Direct-to-Consumer Retail Segment Sales Wholesale Segment Total Company Net Sales Net Sales by Brand Urban Outfitters Anthropologie Free People	\$ \$ \$	187,716 170,988 34,971 617 394,292 311,862 58,248 370,110 24,182 394,292	\$ \$ \$	y 31, 2008 218,958 192,650 39,521 3,166 454,295 365,794 60,498 426,292 28,003 454,295 Fiscal Year 200 ly 31, 2007 160,223 158,416	\$ \$ \$ Quarte	241,798 241,798 185,451 47,995 2,709 477,953 378,144 65,916 444,060 33,893 477,953 r Ended per 31, 2007 182,412 161,506	\$ \$ \$	261,539 203,784 40,687 2,068 508,078 396,286 87,810 484,096 23,982 508,078	\$ \$ Fiscal Janu	1,452,086 272,472 1,724,558 11,060 1,834,618 1,452,086 272,472 1,724,558 110,060 1,834,618 1,834,618 Year Ended Juary 31, 2008 728,154 653,544
Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel Retail Stores Direct-to-Consumer Retail Segment Sales Wholesale Segment Total Company Net Sales Net Sales by Brand Urban Outfitters Anthropologie Free People Other	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	187,716 170,988 34,971 617 394,292 311,862 58,248 370,110 24,182 394,292 ril 30, 2007 150,004 139,882 24,658	\$ \$ \$ \$	ly 31, 2008 218,958 192,650 39,521 3,166 454,295 365,794 60,498 426,292 28,003 454,295 Fiscal Year 200 ly 31, 2007 160,223 158,416 29,810	\$ \$ \$ Quarte Octol	241,798 185,451 47,995 2,709 477,953 378,144 65,916 444,060 33,893 477,953 r Ended per 31, 2007 182,412 161,506 35,402	\$ \$ \$	261,539 203,784 40,687 2,068 508,078 396,286 87,810 484,096 23,982 508,078 235,515 193,740 36,156	\$ \$ Fiscal Janu	1,452,086 272,472 1,724,558 11,060 1,834,618 272,472 1,724,558 110,060 1,834,618 272,472 1,724,558 110,060 1,834,618 272,472
Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel Retail Stores Direct-to-Consumer Retail Segment Sales Wholesale Segment Total Company Net Sales Net Sales by Brand Urban Outfitters Anthropologie Free People Other Total Company Net Sales	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	187,716 170,988 34,971 617 394,292 311,862 58,248 370,110 24,182 394,292 ril 30, 2007 150,004 139,882 24,658	\$ \$ \$ \$	ly 31, 2008 218,958 192,650 39,521 3,166 454,295 365,794 60,498 426,292 28,003 454,295 Fiscal Year 200 ly 31, 2007 160,223 158,416 29,810	\$ \$ \$ Quarte Octol	241,798 185,451 47,995 2,709 477,953 378,144 65,916 444,060 33,893 477,953 r Ended per 31, 2007 182,412 161,506 35,402	\$ \$ \$	261,539 203,784 40,687 2,068 508,078 396,286 87,810 484,096 23,982 508,078 235,515 193,740 36,156	\$ \$ Fiscal Janu	1,452,086 272,472 1,724,558 11,060 1,834,618 272,472 1,724,558 110,060 1,834,618 272,472 1,724,558 110,060 1,834,618 272,472
Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel Retail Stores Direct-to-Consumer Retail Segment Sales Wholesale Segment Total Company Net Sales Net Sales by Brand Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel	\$ \$ \$ Apr	187,716 170,988 34,971 617 394,292 311,862 58,248 370,110 24,182 394,292 iii 30, 2007 150,004 139,882 24,658	\$ \$ Ju	y 31, 2008 218,958 192,650 39,521 3,166 454,295 365,794 60,498 426,292 28,003 454,295 y 31, 2007 160,223 158,416 29,810 	\$ \$ \$ Quarte Octol \$	241,798 241,798 185,451 47,995 2,709 477,953 378,144 65,916 444,060 33,893 477,953 r Ended per 31, 2007 182,412 161,506 35,402 379,320	\$ \$ \$ Janu \$	261,539 203,784 40,687 2,068 508,078 396,286 87,810 484,096 23,982 508,078 ary 31, 2008 235,515 193,740 36,156	\$ \$ Fiscal Janu \$	1,452,086 272,472 1,724,558 11,060 1,834,618 1,452,086 272,472 1,724,558 110,060 1,834,618 110,060 1,834,618 110,060 1,834,618
Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel Retail Stores Direct-to-Consumer Retail Segment Sales Wholesale Segment Total Company Net Sales Net Sales by Brand Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel Retail Stores	\$ \$ \$ Apr	187,716 170,988 34,971 617 394,292 311,862 58,248 370,110 24,182 394,292 ril 30, 2007 150,004 139,882 24,658 - 314,544	\$ \$ Ju	y 31, 2008 218,958 192,650 39,521 3,166 454,295 365,794 60,498 426,292 28,003 454,295 Fiscal Year 200 y 31, 2007 160,223 158,416 29,810 - 348,449	\$ \$ \$ Quarte Octol \$	241,798 185,451 47,995 2,709 477,953 378,144 65,916 444,060 33,893 477,953 r Ended per 31, 2007 182,412 161,506 35,402 379,320	\$ \$ \$ Janu \$	261,539 203,784 40,687 2,068 508,078 396,286 87,810 484,096 23,982 508,078 ary 31, 2008 235,515 193,740 36,156 465,411	\$ \$ Fiscal Janu \$	1,452,086 272,472 1,724,558 11,060 1,834,618 1,452,086 272,472 1,724,558 110,060 1,834,618 11,2008 1,834,618
Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel Retail Stores Direct-to-Consumer Retail Segment Sales Wholesale Segment Total Company Net Sales Net Sales by Brand Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel Retail Stores Direct-to-Consumer	\$ \$ \$ Apr	187,716 170,988 34,971 617 394,292 311,862 58,248 370,110 24,182 394,292 11 30, 2007 150,004 139,882 24,658 314,544	\$ \$ Ju	ly 31, 2008 218,958 192,650 39,521 3,166 454,295 365,794 60,498 426,292 28,003 454,295 Fiscal Year 200 ly 31, 2007 160,223 158,416 29,810 - 348,449	\$ \$ \$ Quarte Octol \$	241,798 185,451 47,995 2,709 477,953 378,144 65,916 444,060 33,893 477,953 r Ended per 31, 2007 182,412 161,506 35,402 379,320 305,744 46,777	\$ \$ \$ Janu \$	261,539 203,784 40,687 2,068 508,078 396,286 87,810 484,096 23,982 508,078 235,515 193,740 36,156 465,411	\$ \$ Fiscal Janu \$	1,452,086 272,472 1,724,558 11,060 1,834,618 1,452,086 272,472 1,724,558 110,060 1,834,618 1,2008 728,154 653,544 126,026 1,507,724
Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel Retail Stores Direct-to-Consumer Retail Segment Sales Wholesale Segment Total Company Net Sales Net Sales by Brand Urban Outfitters Anthropologie Free People Other Total Company Net Sales Net Sales by Channel Retail Stores Direct-to-Consumer Retail Segment Sales	\$ \$ \$ Apr	187,716 170,988 34,971 617 394,292 311,862 58,248 370,110 24,182 394,292 ril 30, 2007 150,004 139,882 24,658 314,544 251,197 43,507 294,704	\$ \$ Ju	y 31, 2008 218,958 192,650 39,521 3,166 454,295 365,794 60,498 426,292 28,003 454,295 Fiscal Year 200 y 31, 2007 160,223 158,416 29,810 - 348,449 281,789 42,538 324,327	\$ \$ \$ Quarte Octol \$	241,798 241,798 185,451 47,995 2,709 477,953 378,144 65,916 444,060 33,893 477,953 r Ended per 31, 2007 182,412 161,506 35,402 379,320 305,744 46,777 352,521	\$ \$ \$ Janu \$	261,539 203,784 40,687 2,068 508,078 396,286 87,810 484,096 23,982 508,078 235,515 193,740 36,156 - 465,411 368,780 72,920 441,700	\$ \$ Fiscal Janu \$	1,452,086 272,472 1,724,558 11,060 1,834,618 1,452,086 272,472 1,724,558 110,060 1,834,618 110,060 1,834,618 110,060 1,834,618