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URBN
Urban Outfitters, Inc.

November 5, 2009

To Whom It May Concern:

In March of 2004, Urban Outfitters, Inc., partnered with Blue Rock Construction, Inc., to help create our new headquarters and corporate campus at the Naval Business Center in Philadelphia. Nearly five years later, we're proud to say it has and continues to be an extremely successful partnership.

While our decision was largely based on Blue Rock's character, leadership, and teamwork approach, Urban Outfitters quickly learned that Blue Rock possessed the expertise and professionalism needed for such a high-profile project.

Also, the level of service Blue Rock extended to our company was far beyond our expectations. It was one thing for Blue Rock to conceptualize the Urban Outfitters vision and quite another to bring it to fruition. In order to deliver our breathtaking facility, Blue Rock provided the commitment required from beginning to end.

I am proud to say Blue Rock Construction embodied a high degree of competence, cooperation and commitment to this very important and challenging Urban Outfitters project. Examples abound of how Blue Rock was sensitive to issues of value engineering, relentless in attacking the compressed schedule, detailed with document control for tax credits, and fair but firm with subcontractor and vendor issues. Blue Rock truly demonstrated the ability to work as a team.

Urban Outfitters placed their trust in Blue Rock, and Blue Rock responded by listening to our needs while paying attention to all the details and nuances reflected by Urban Outfitters. Blue Rock went the extra mile to ensure that the project represented the vision that Urban Outfitters conceptualized. It is in that spirit of achievement that Blue Rock continues to be our builder of choice.

As Urban Outfitters moves forward with extremely challenging projects, we will continue to partner with Blue Rock since they provide the knowledge, leadership and integrity that embodies the Urban Outfitters philosophy.

Choosing a larger firm may have been considered a safer option, but choosing Blue Rock was the best option.



David Ziel
Chief Development Officer