State Attorneys General

A Communication from the Chief Legal Officers
of the Following States and Territories:

Arizona * Arkansas * California * Colorado * Florida * Guam * Hawaii
Illinois * Iowa * Kentucky * Maine * Maryland * Massachusetts * Michigan
Mississippi * Montana * New Mexico * Ohio * Oregon * Pennsylvania
Tennessee * Utah * Wyoming

May 22, 2013

Urban Outfitters, Inc.
Attn: Richard A. Hayne; CEO & Chairman
5000 South Broad St
Philadelphia, PA 19112-1495
richard.hayne@urbanout.com

Via Fax and Email

Dear Mr. Hayne,

On behalf of the undersigned Attorneys General, we request that Urban Outfitters immediately cease sales of your “Prescription Line” of glasses, coasters, mugs, drink holders and related products that mimic prescription pill bottles and prescription pads.

As you may be aware, there is a national health crisis related to the abuse and diversion of prescription drugs. As Attorneys General, we have prosecuted and engaged in outreach to stop this epidemic. We are actively engaged in a campaign of environmental change to educate the public that abuse of prescription drugs is not safe simply because the medication originated from a doctor. By putting these highly recognizable labels on your products you are undermining our efforts. These products demean the thousands of deaths that occur each month in the United States from accidental overdoses.

These products are not in any way fun or humorous but make light of this rampant problem. We invite you to pull these products from your shelves and join with us to fight prescription drug abuse.

Very respectfully yours,

Mike DeWine
Ohio Attorney General

Jack Conway
Kentucky Attorney General
Robert E. Cooper, Jr.
Tennessee Attorney General

Gregory A. Phillips
Wyoming Attorney General

John E. Swallow
Utah Attorney General