



FOR IMMEDIATE RELEASE
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FREE PEOPLE DEBUTS EXCLUSIVE ORANGE COUNTY BOUTIQUE
AT SOUTH COAST PLAZA

Costa Mesa, Calif. — Free People, the Urban Outfitters Inc. brand known for its boho-vintage apparel and feminine detailing will launch its first boutique in Orange County on June 25, 2010.

The 1,520-square-foot boutique at South Coast Plaza will offer women's apparel, accessories, handbags and intimates. The store will be located in the Bloomingdale's Wing on Level 1. This will be the 35th store for Free People. The brand also operates an extensive wholesale division in boutiques and major retailers throughout the United States.

"The Free People brand is a fabulous addition to our retail mix," said Debra Gunn Downing, executive director of marketing at South Coast Plaza. "Their assortment is fresh, feminine and fun and perfect for the Orange County lifestyle."

About South Coast Plaza

South Coast Plaza is the crown jewel of shopping on the West Coast, and is recognized internationally for its unparalleled collection of over 250 boutiques, award-winning restaurants, spas and the adjacent world-renowned Segerstrom Center for the Arts. Its stellar cast of diverse retailers — from Oscar de la Renta, Balenciaga, Hermès and Harry Winston to Tory Burch, Barneys CO-OP, J. Crew, H&M and more — makes it Southern California's premier shopping experience. South Coast Plaza is located in Orange County, California, in the city of Costa Mesa. For more information, visit www.southcoastplaza.com or telephone (800) 782-8888.