

**Urban Outfitters, Inc.**  
5000 South Broad St.  
Philadelphia, PA 19112-1495  
(215) 454-5500



April 11, 2017

**Blue Rock Construction, Inc.**

1712 Hancock Lane  
Burlington, NJ 08016

To Whom It May Concern:

Since 2004, Urban Outfitters, Inc. has partnered with Blue Rock Construction on a variety of projects across the country. Through the years we have found Blue Rock personnel to be of the highest quality.

Last year, we once again reached out to Blue Rock to remodel and construct new retail spaces for URBN brands *Anthropologie*, *Free People*, *Urban Outfitters* and *Pizzeria Vetri* at the King of Prussia Mall, just outside Philadelphia, PA. This unique project marked the first time all three clothing brands, plus a Pizzeria Vetri restaurant, were constructed in the same space. It also earned URBN "*Retailer of the Year*" from the King of Prussia Mall.

From the start, Blue Rock's attention to detail and management of all subcontractors and work site personnel was outstanding. Blue Rock's project managers communicated well with our team and were responsive to our questions and concerns throughout this demanding project.

For Urban Outfitters, Blue Rock did an outstanding job of delivering a complete renovation of the first and second floors while keeping the store open to the public.

Also, all projects started in June 2016 and finished together for a Grand Opening in October, just a five-month construction turnaround.

Our experience with Blue Rock Construction has always been one of complete satisfaction. They are trustworthy professionals who are committed to the successful completion of a quality project on a timely basis. Blue Rock stays on target with their schedules and does not hesitate to keep us informed of ways to reduce costs while producing a quality product.

I would highly recommend Blue Rock Construction to any organization.

Sincerely,

Ken Masri,  
Development, Urban Outfitters, Inc.