

May 1, 2013

Mr. Richard A. Hayne
Chairman, President and Chief Executive Officer
Urban Outfitters, Inc.
5000 South Broad Street
Philadelphia, PA 19112-1495

THE PARTNERSHIP®
AT DRUGFREE.ORG

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Dear Mr. Hayne:

I recently learned that pint glasses, flasks and shot glasses made to look like prescription pill bottles are available for sale in Urban Outfitters retail locations and on urbanoutfitters.com. These products make light of prescription drug abuse, a dangerous behavior that is responsible for more deaths in the United States each year than heroin and cocaine combined. On behalf of The Partnership at Drugfree.org and the families we serve, I ask you to stop selling these irresponsible products.

Medicine abuse has increased 33 percent over the past five years with one in four teens having misused or abused a prescription drug in their lifetime. Combined with alcohol, the abuse of prescription medications can be especially dangerous; making the Urban Outfitter Rx shot glasses and beer pints even more disturbing. Because of the rise in medicine abuse, more Americans now die from drug overdoses than in car crashes.

As recent research from The Partnership shows, teens and parents alike do not understand the risks associated with the misuse and abuse of prescription drugs. Tongue-in-cheek products that normalize and promote prescription drug abuse only serve to reinforce the misperception about the dangers associated with abusing medicine and put more teens at risk.

Along with 18 corporate partners, seven federal partners and more than 65 non-profit partners, The Partnership recently launched The Medicine Abuse Project, a five-year awareness and action campaign aimed at reducing the number of teens abusing medicine by half a million over the next five years. I invite you to visit www.drugfree.org/medicineabuseproject to learn more about medicine abuse and how and why teens are engaging in this dangerous behavior. As a business that attracts young consumers, you could play a key role in helping to reduce this behavior rather than winking and nodding at it.

I hope that you will agree that the epidemic of prescription drug abuse is no laughing matter and pull these products from your store shelves and website immediately.

Thank you for your consideration of this request, and I look forward to your response.

Sincerely,



Stephen J. Pasierb
President and CEO