



DELAWARE VALLEY
UNIVERSITY

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**Urban Outfitters, Inc. and Delaware Valley University
Announce Partnership**

*Terrain, a nature-inspired lifestyle brand, to open retail, cafe,
and event space on campus in Summer 2023*

[PHILADELPHIA, May 18, 2022] -- Urban Outfitters, Inc. (URBN) and Delaware Valley University announce a unique partnership that will transform the previous Market at DelVal building off Lower State Road to **Terrain at Delaware Valley University**. The brand's newest location will offer the university and Doylestown community Terrain's signature retail store, nursery, garden cafe, and private event space.

Delaware Valley University and Terrain's unique partnership will build upon the school's agricultural foundation and the brand's seasonal, experiential approach to retail. Produce, plants, and farm goods from DelVal will be sold at Terrain's retail store and incorporated into its restaurant and catering menus.

The partnership includes experiential learning opportunities for DelVal students through the university's award winning Experience360 program. Students can pursue paid internships and additional employment opportunities at Terrain at Delaware Valley University and other URBN locations. These internships may include retail, food service, events and other activities.

"The partnership with URBN for Terrain at Delaware Valley University furthers our mission of preparing students for success after graduation," said Dr. Benjamin Rusiloski, university president. "We are thrilled that our students will have the opportunity to gain real-world experience with a highly regarded company, and we know that the community is very excited at the prospect of Terrain's restaurant, retail and event activities."

Terrain at DelVal is designed to complement the pastoral surroundings of Delaware Valley University's campus and celebrate the neighboring agricultural community. Terrain will add to the existing farm market building, with features including a new greenhouse, restaurant with outdoor seating, indoor event space with adjacent porch, and outdoor nursery.

As always, Terrain is committed to celebrating the local landscape by including materials like Pennsylvania field stone and reclaimed barnwood in their new buildings. Visitors can also look forward to lush, seasonally changing landscapes on the Terrain grounds.

This immersive, garden-first vision reflects both Terrain's nature-inspired brand ethos as well as the university's agricultural heritage.

'We are very excited about our newest Terrain project and our new partnership with Delaware Valley University. Additionally, we are looking forward to serving the Doylestown and surrounding communities with a new retail, dining and events experience for many years to come' said Frank Conforti, URBN Co-President and COO.

Construction begins this summer with Terrain at DelVal scheduled to open to the public in Summer 2023. Features on the property include:

Retail: Terrain at Delaware Valley University

Garden, home, and outdoor lifestyle brand Terrain will have a full home store and outdoor nursery at Terrain at Delaware Valley University. Terrain is well-known for its elevated product offerings including diverse native plants, hand-picked planters, all-weather furniture, seasonal décor, outdoor lighting, and artisan made gifts. Our product assortment is curated to find beauty in natural imperfection, and to enhance a life lived outdoors and in. Amenities at Terrain at DelVal include nursery expertise and container design, private event planning and custom design by terrain florals for in home, events and gifting.

In its role on the Delaware Valley Campus, Terrain will celebrate and share the rich agricultural history and curriculum of the university by offering fresh goods produced on campus in addition to a full assortment of home and garden products to the community. Terrain at DelVal is the first for the brand in the Doylestown area. Terrain introduced its Glen Mills flagship store in 2008 and opened a second location in the Philadelphia region at Devon Yard in 2018. Terrain's other store locations are in Westport, CT, Century City, CA, Palo Alto, CA, Walnut Creek, CA and Bethesda, MD.

Website: www.shopterrain.com

Instagram handles:

@shopterrain

@terrain_delval

Dining: Terrain Cafe

Terrain Cafe offers a greenhouse dining experience that celebrates the cycle of the seasons and the bounty of the land. Using hand-selected local produce, meats, and dairy products, the cafe team takes pride in crafting menus from the seasonal harvest of farmers they know and trust. They work tirelessly to craft an environment that aesthetically and gastronomically reflects the best of the local community. The focal point of this location is the centrally located bar area, which will provide a unique and vibrant environment for gathering. It also is the first to include a private dining room, ideal for hosting small events and celebrations. The cafe team will work closely with the farmers and agricultural teams of Delaware Valley University to incorporate their produce and products into the culinary and beverage programs

Website: www.shopterrain.com/pages/restaurants

Instagram handle: @terraincafe

Private Events: Terrain Gardens

Set to be Terrain's largest event venue, Terrain Gardens at DelVal accommodates guests in a farmhouse-inspired setting that transforms with the seasons to provide a one-of-a-kind events experience for any occasion. The ceremony gardens will overlook the DelVal orchards, while the indoor space includes two large distinct rooms and a covered porch. The in-house catering team creates menus inspired by the seasonal harvest and featuring local growers including the Delaware Valley University agricultural program.

Terrain Gardens is now accepting booking requests for events taking place Summer 2023 and onward.

Website: www.terrainevents.com

Instagram handle: @terrain_events

Terrain at Delaware Valley Information

Address: 2100 Lower State Road in Doylestown Township

About Urban Outfitters, Inc.

Urban Outfitters, Inc., (URBN) offers lifestyle-oriented general merchandise and consumer products and services through a portfolio of global consumer brands comprised of 261 Urban Outfitters stores in the United States, Canada and Europe and websites; 238 Anthropologie Group stores in the United States, Canada and Europe, catalogs and websites; 173 Free People stores in the United States, Canada and Europe, catalogs and websites, 10 Menus & Venues restaurants, 2 Urban Outfitters franchisee-owned stores and 1 Anthropologie Group franchisee-owned store, as of January 31, 2022. Free People, FP Movement and Urban Outfitters wholesale sell their products through department and specialty stores worldwide, digital businesses and the Company's Retail segment.

About Delaware Valley University

Delaware Valley University is a private, comprehensive, nonprofit university educating students with a curriculum that emphasizes and requires experiential learning. Located in Doylestown, Pennsylvania, about 30 miles north of Philadelphia, the University offers more than 25 undergraduate majors in life and physical sciences, business, the humanities, and agricultural and environmental sciences; nine master's degrees; and a doctorate in education. Founded in 1896, DelVal has been cited by the National Society for Experiential Education as having the country's top experiential learning program, by Princeton Review as one of the best colleges in the Northeast, and by College Factual as having one of the top 20 animal science programs in the country.

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