

**For Immediate Release**



## **Urban Outfitters Selects Callfinity for Contact Center Quality Monitoring Systems**

PITTSFORD, NY and PHILADELPHIA, PA, December 19, 2007 -- Callfinity Inc, a premier provider of contact center technology, and Urban Outfitters, Inc. (Nasdaq:URBN), a leading lifestyle consumer products operating under the Urban Outfitters, Anthropologie and Free People brands, announced today that the retailer has selected Callfinity's call recording, reporting, and quality evaluation systems for use within its contact centers.

"Callfinity presented us with the most functional, highest quality solution," said Mr. Bryan Whitney, Director of Call Center Operations for Urban Outfitters, Inc. "We have implemented their Quality Monitoring application because it increases our ability to evaluate and improve our customer service interactions within the Direct Contact Center. It is augmented by Callfinity's Business Intelligence solution, which assists us in identifying the root causes that prompt customer inquiries. With this detailed information we continue to focus on enhancing the customer experience, while reducing operating cost."

Callfinity's full suite of products includes a multimodal ACD platform for queuing and routing inbound telephone calls, chat sessions, emails, and faxes to call center agents; a modular IVR system for automated assistance and web services support; a voice and screen recording system for quality management and training; a complete CRM system designed for use in contact centers; and an automated outbound dialer module with predictive, progressive, and automatic dialing capabilities. All of Callfinity's products include web-based real-time dashboards, reports, and full integration with existing contact centers' technology. The Callfinity modular suite is available as both an on-premise system and as a hosted service.

"We're proud to be working with Urban Outfitters," said Jeff Valentine, President & CEO of Callfinity. "Their commitment to customer satisfaction matches well with the capabilities of our recording, evaluation, and reporting modules."

### **ABOUT CALLFINITY®**

Callfinity provides telecommunications software and systems to enterprises and service providers. Over 200 customers, such as British Telecommunications, John Hancock Funds, and the Massachusetts General Hospital, use Callfinity's on-premise equipment and hosted services for call recording, IVR, and other specialized uses in four countries around the world. For more information, please visit Callfinity's web site, [www.callfinity.com](http://www.callfinity.com), or contact Marcy Sepp at (877) 897-2962 or +1 585 278-1940. Callfinity is a registered trademark of Callfinity, Inc.

### **ABOUT URBAN OUTFITTERS®**

Urban Outfitters, Inc. is an innovative specialty retailer and wholesaler which offers a variety of lifestyle merchandise to highly defined customer niches through 117 Urban Retail stores in the United States, Canada, and Europe, two Urban Outfitters web sites and an Urban catalog; 100 Anthropologie Retail stores; an Anthropologie web site and a catalog, and Free People, the Company's wholesale division, which sells its product to approximately

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1,500 specialty stores, department stores and catalogs, as well as through 13 Free People stores, a web site and a catalog.

This news release is being made pursuant to the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. Certain matters contained in this filing may constitute forward-looking statements. Any one, or all, of the following factors could cause actual financial results to differ materially from those financial results mentioned in the forward-looking statements: the difficulty in predicting and responding to shifts in fashion trends, changes in the level of competitive pricing and promotional activity and other industry factors, overall economic and market conditions and the resultant impact on consumer spending patterns, including any effects of terrorist acts or war, availability of suitable retail space for expansion, timing of store openings, seasonal fluctuations in gross sales, the departure of one or more key senior managers, import risks, including potential disruptions and changes in duties, tariffs and quotas and other risks identified in filings with the Securities and Exchange Commission. The Company disclaims any intent or obligation to update forward-looking statements even if experience or future changes make it clear that actual results may differ materially from any projected results expressed or implied therein.