

## High Point Economic Development Corporation

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NORTH CAROLINA'S INTERNATIONAL CITY™

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### **RalphLauren.com Hosts Grand Opening For New Fulfillment and Distribution Center**

*Creating 215 jobs in High Point so far –  
reaching that milestone two-and-a-half years ahead of schedule*

HIGH POINT, NC – Executives from Polo Ralph Lauren will celebrate the grand opening of the company's major RalphLauren.com fulfillment and contact center facility in High Point on Friday, May 30.

Company leaders and more than 215 newly-hired employees will be joined by Lt. Governor Beverly Perdue, other state officials, and representatives from the City of High Point, Guilford County, and the High Point Economic Development Corp.

Those 215 new jobs are in management, technology support, warehouse and distribution, contact center, and embroidery. When the company announced it had selected High Point in Oct. 2006, the company had promised the State of North Carolina to create up to 210 jobs by December 2010 – thus the company reached that employment milestone 2.5 years ahead of schedule.

- What:** RalphLauren.com grand opening  
**Where:** 201 N. Pendleton St., High Point  
*(just off E. Kivett Dr., near the interchange of the US 311 expressway and Kivett Dr.)*  
**When:** Friday, May 30, 2008; 2-2:30 p.m. for the program, tours to follow  
**Who:** The following company officials will speak--
- **Ralph Wear**, Senior Director of Operations, RalphLauren.com
  - **Sarah Gallagher**, President of the Ralph Lauren Media Division
  - **David Lauren**, Senior Vice President of Advertising, Marketing and Corporate Communications, Polo Ralph Lauren
- The following elected officials will also make remarks, representing the government partners in the project--
- **Lt. Governor Beverly Perdue**
  - **Guilford County Commissioner Bruce Davis**
  - **High Point Mayor Becky Smothers**

High Point was chosen after a lengthy search of many sites in several states. When the project was announced in 2006, the High Point Economic Development Corp. noted that the project will increase High Point's tax base by more than \$40 million.

Since 1991, Polo Ralph Lauren has had a major distribution center at 4100 Beechwood Dr. in High Point. That Beechwood facility serves retail operations in the U.S. The new RalphLauren.com facility is serving individuals who place orders via the Internet or by telephone.

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**RalphLauren.com facts**

- Timeline highlights
  - High Point was officially announced as site for new facility on October 26, 2006 – pending the approval of local incentives.
  - The first calls were received in the Customer Contact Center on November 1, 2007.
  - The first shipments from Fulfillment Center began on April 8, 2008.
- Facility size
  - 330,000 square feet (297,250 square feet in the warehouse; 65,500 square feet in offices on two floors)
  - The building can be expanded to 780,000 square feet.
- RalphLauren.com is nine miles from the existing High Point facility of Polo Ralph Lauren, located on Beechwood Dr.
- The new facility is 13 miles from the FedEx Mid-Atlantic Hub at Piedmont Triad International Airport – scheduled to open in 2009. Being near a FedEx Hub was an important consideration for the company.
- The RalphLauren.com facility is designed to support annual volumes of 1.6 MM Orders and 5.2 MM Units
- Total number of employees – 215 (full-time: 204; part-time: 11)
  - in addition – up to 141 seasonal associates will be hired each year
- Total classroom training to date:
  - Fulfillment Center – 7,076 hours of training by new associates
  - Contact Center – 9,960 hours