Coach Announces Opening of New Flagship Store at Time Warner Center

February 4, 2004

NEW YORK--(BUSINESS WIRE)--Feb. 4, 2004--Coach, Inc. (NYSE: COH), a leading marketer of modern classic American accessories, announced today the opening of a 5,200 square foot, two-story flagship location located within The Shops at Columbus Circle.

"We believe that The Shops at Columbus Circle provide a perfect venue for our latest flagship location, enabling us to significantly enhance our market share in New York City," said Mike Tucci, President of Coach Retail. "This development is certain to become one of the world's top shopping, dining and entertainment destinations, and we are delighted to be able to have such a significant retail presence in this extraordinary complex."

"As a New York City-based company, we are particularly proud to be part of the new and exciting Time Warner Center and are confident that this West Side flagship store will flourish," added Lew Frankfort, Chairman and Chief Executive Officer of Coach, Inc.

The new Coach store within The Shops at Columbus Circle reflects the style and openness of Coach's other New York locations, outfitted in satin nickel, ebonized mahogany and white lacquer with custom polished terrazzo floors. It will have a sleek and impactful storefront, using satin stainless steel and white enameled panels to complement Coach's "modern classic" product offerings. The store will offer a full selection of Coach products, including handbags, women's and men's small leather goods, business cases, weekend and travel accessories, footwear, watches, outerwear, jewelry, sunwear and related accessories.

Coach, with headquarters in New York, is a leading American marketer of fine accessories and gifts for women and men. Coach is sold worldwide through Coach stores, select department stores and specialty stores, through the Coach catalogue in the U.S. by calling 1-800-223-8647 and through Coach's website at www.coach.com. Coach's shares are traded on The New York Stock Exchange under the symbol COH.

This press release contains forward-looking statements based on management's current expectations. These statements can be identified by the use of forward-looking terminology such as "may," "will," "should," "expect," "intend," "estimate," "are positioned to," "continue," "project," "guidance," "forecast," "anticipated," or comparable terms. Future results may differ materially from management's current expectations, based upon risks and uncertainties such as expected economic trends, the ability to anticipate consumer preferences, the ability to control costs, etc. Please refer to Coach's latest Annual Report on Form 10-K for a complete list of risk factors.

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