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NEW YORK

Coach, Inc.

(incorporated in the State of Maryland, United States)

(Stock code: 6388)

Announcement

Coach Announces Fiscal 2012 Corporate Calendar

Coach, Inc. has announced its corporate calendar for fiscal year 2012. Please refer to the attached announcement for further details.

*Executive Vice President,
General Counsel and Secretary of*
Coach, Inc.
Todd Kahn

Hong Kong, February 9, 2012



COACH, INC. FISCAL 2012 CORPORATE CALENDAR*

Calendar Date	Event
October 1, 2011	1st quarter ends
October 3, 2011	Payment of the quarterly dividend
October 2011	Audit committee meeting to review and approve earnings announcements for the 1 st quarter
October 25, 2011	Announcement of earnings for the 1 st quarter
November 3, 2011	Annual meeting of stockholders
November 2011	Board meeting to review and approve the quarterly report on Form 10-Q for the 1 st quarter
November 2011	Board meeting to consider and approve the next quarterly dividend
November 9, 2011	Filing of the quarterly report on Form 10-Q for the 1 st quarter with the SEC
November 17, 2011	Declaration of the next quarterly dividend
December 31, 2011	2nd quarter ends
January 3, 2012	Payment of the quarterly dividend
January 2012	Audit committee meeting to review and approve earnings announcements for the 2 nd quarter
January 24, 2012	Announcement of earnings for the 2 nd quarter
February 2012	Board meeting to review and approve the quarterly report on Form 10-Q for the 2 nd quarter
February 2012	Board meeting to consider and approve the next quarterly dividend (if any) for a payment on a specified payment date
On or before February 9, 2012	Filing of the quarterly report on Form 10-Q for the 2 nd quarter with the SEC
A month and a half prior to the payment date	Declaration of the next quarterly dividend (if any)

* Other than regulatory requirements, timeframes are general estimates based on historical practice and remain subject to change.

Calendar Date	Event
March 31, 2012	3rd quarter ends
Within a week of the quarter end	Payment of the quarterly dividend (if any)
April 2012	Audit committee meeting to review and approve earnings announcements for the 3 rd quarter
Within three to four weeks after the quarter end	Announcement of earnings for the 3 rd quarter
May 2012	Board meeting to review and approve the quarterly report on Form 10-Q for the 3 rd quarter
May 2012	Board meeting to consider and approve the next quarterly dividend (if any) for payment on a specified payment date
On or before May 10, 2012	Filing of the quarterly report on Form 10-Q for the 3 rd quarter with the SEC
A month and a half prior to the payment date	Declaration of the next quarterly dividend (if any)
June 30, 2012	4th quarter and fiscal year end
Within a week of the quarter end	Payment of the quarterly dividend (if any)
July 2012	Audit committee meeting to review and approve earnings announcements for the 4 th quarter and fiscal year
Within four to five weeks after the quarter and fiscal year end	Announcement of earnings for the 4 th quarter and fiscal year
August 2012	Board meeting to review and approve the annual report on Form 10-K for the fiscal year
August 2012	Board meeting to consider and approve the next quarterly dividend (if any) for payment on a specified payment date
On or before August 29, 2012	Filing of the annual report on Form 10-K for the fiscal year with the SEC
A month and a half prior to the payment date	Declaration of the next quarterly dividend (if any)