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COACH

NEW YORK

Coach, Inc.

(incorporated in the State of Maryland, United States)

(Stock code: 6388)

CLARIFICATION ANNOUNCEMENT

Reference is made to the announcement dated August 9, 2016 (the “**August 9 Announcement**”) issued by Coach, Inc. (the “**Company**”) regarding its fourth quarter and fiscal year end earnings and a quarterly cash dividend declared on August 9, 2016.

The Company noted that there was an inadvertent typographical error in the August 9 Announcement with regard to the date the Depositary Receipts will be traded ex-dividend on The Stock Exchange of Hong Kong Limited. In particular, the inadvertent typographical error is in Item 1 of the August 9 Announcement, where it was stated as “September 7, 2016.” The Company wishes to clarify and confirm that the correct date should be “September 9, 2016.”

Save for the aforesaid, the Company confirms that there is no other clarification that is required to be made regarding the August 9 Announcement.

*President, Chief Administrative Officer
and Secretary of*
Coach, Inc.
Todd Kahn

Hong Kong, August 11, 2016