

RALPH LAUREN

Polo Ralph Lauren Names Scott Bowman President, International Business Development

May 16, 2005

NEW YORK--(BUSINESS WIRE)--May 16, 2005--Polo Ralph Lauren Corporation (NYSE: RL) today announced Scott Bowman will join the Company as President, International Business Development effective immediately. Mr. Bowman will be responsible for Polo Ralph Lauren's owned and licensed businesses in Japan, Far East Asia, Australia, and South and Central America. Mr. Bowman will report to Roger Farah, President and Chief Operating Officer.

Most recently Mr. Bowman founded and served as President of Scott Bowman Associates, Inc., a New York-based consulting group focused on providing strategic planning and new business development support to global brands and retailers. Prior to that he was with LVMH Moet Hennessy Louis Vuitton as Chief Executive Officer of Marc Jacobs, where he was responsible for their long-term strategic plan including the expansion of licensing alliances and the expansion of an international store network in Asia. As President and Chief Executive Officer of DFS Mid Pacific Region, Mr. Bowman was responsible for the \$500 million, 23 store division of DFS Group Ltd. In addition, Mr. Bowman has held a variety of key management positions at Limited Brands, Macy's and Maas Brothers/Jordan Marsh.

"We are pleased that Scott will be joining Polo Ralph Lauren, adding talent and global experience to our management team," said Mr. Farah. "He brings leadership to our long-term strategic initiative to increase the Ralph Lauren business internationally long-term, specifically in the luxury markets in Japan and the Pacific Rim."

Polo Ralph Lauren Corporation is a leader in the design, marketing and distribution of premium lifestyle products in four categories: apparel, home, accessories and fragrances. For more than 37 years, Polo's reputation and distinctive image have been consistently developed across an expanding number of products, brands and international markets. The Company's brand names, which include "Polo by Ralph Lauren", "Ralph Lauren Purple Label", "Ralph Lauren", "Black Label", "Blue Label", "Lauren by Ralph Lauren", "Polo Jeans Co.", "RRL", "RLX", "Rugby", "RL Childrenswear", "Chaps", and "Club Monaco" among others, constitute one of the world's most widely recognized families of consumer brands. For more information, go to <http://investor.polo.com>.

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