



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

American Eagle Outfitters Launches Multi-Channel Entertainment Platform with Premiere of First Original Content Series

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77Entertainment(TM) Will Create, Produce and Feature Exclusive Content Starting with "It's a Mall World," Directed By Milo Ventimiglia ("Heroes")

LOS ANGELES--(BUSINESS WIRE)--July 31, 2007--American Eagle Outfitters (NYSE:AEO) today announced the launch of its new entertainment platform, 77Entertainment (77E(TM)). The new platform debuts with the premiere of "It's a Mall World" on August 1, a 12-episode series directed by Milo Ventimiglia of NBC's "Heroes."

"Creating and delivering relevant content is another way for American Eagle to maintain a lasting connection with its customers, as well as promote discovery by introducing them to new artists," said Kathy Savitt, executive vice president and chief marketing officer of American Eagle Outfitters. "By making 77E content available online, in stores and on television, American Eagle is aligned with how our customers live their lives every day."

As a multi-channel entertainment platform, 77E will feature original and user-generated content on ae.com, in AE stores, on television, and on Web sites such as YouTube, MySpace and Facebook. The content will include a range of everything from music to comedy to reality to drama.

To celebrate the launch of 77E and the premiere of "It's a Mall World," American Eagle Outfitters is hosting a "denim carpet" event in Los Angeles on July 31. Guests will receive a sneak peak into the creation and production of the comedy series. The cast, including director Milo Ventimiglia, will sign exclusive "It's a Mall World" graphic Ts, posters and 45 records. An after party will feature entertainment by DJ Steve Aoki and gift bags including special edition "It's

a Mall World" graphic Ts.

"It's a Mall World" was produced by Russ Cundiff, co-founder of production company, Divide Pictures, and was written by award-winning writer and director Adam Green ("Hatchet"). The series explores the lives and relationships of two record store employees, an "object of perfection" greeter at the American Eagle store across the way, as well as a slightly psychotic girl who works in a lingerie store, and a bad-boy poseur from the requisite mall juice bar. The ensemble cast is made up of talented, up-and-coming actors including Sam Huntington ("Superman Returns", "Veronica Mars"), Dianna Agron ("Shark", "CSI: NY"), Amanda Loncar ("The Loop", "Law & Order"), Deon Richmond ("Hatchet", "Not Another Teen Movie") and Eddie Hargitay ("Neutral Ground", "Freaky Links").

For more information about "It's a Mall World," visit www.ae.com/77E.

About American Eagle Outfitters

American Eagle Outfitters, Inc.(NYSE:AEO) is a leading retailer that operates under the American Eagle Outfitters and MARTIN + OSA brands.

American Eagle Outfitters designs, markets and sells its own brand of laidback, current clothing targeting 15 to 25 year-olds, providing high-quality merchandise at affordable prices. AE's original collection includes standards like jeans and graphic Ts as well as essentials like accessories, outerwear, footwear, basics and swimwear. American Eagle currently operates 840 stores in 50 states, the District of Columbia and Puerto Rico, and 74 AE stores in Canada. American Eagle also operates ae.com, which offers additional sizes and styles of favorite AE merchandise and ships around the world. The American Eagle brand also includes a new collection of dormwear and intimates, "aerie by American Eagle." aerie is available in American Eagle stores across the country and at aerie.com. It includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AE girl. Designed to be sweetly sexy, comfortable and cozy, aerie offers AE customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom.

The company also introduced MARTIN + OSA, a new sportswear concept targeting 25 to 40 year-old women and men. MARTIN + OSA carries apparel, accessories and footwear, using denim and sport inspiration to design fun and sport back into sportswear. MARTIN + OSA currently operates nine stores. For additional information and updates, visit www.martinandosa.com.

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