NEWS RELEASE

American Eagle Outfitters Offers Alternative Spring Break Experiences to Customers

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New Spring Break Lineup Features Sun, Snow and "Green"

PITTSBURGH--(BUSINESS WIRE)--Feb. 25, 2008--American Eagle Outfitters, Inc. (NYSE:AEO) today announced its Spring Break plans for 2008, which continue the tradition of owning poolside and nightlife in Cancun, Mexico, headlined by a performance from Fall Out Boy. Additionally, the company is offering alternative spring break experiences for customers who want to catch the last days of the ski season or volunteer their time to support the environment.

"Millions of AE customers are looking for new and entertaining ways to enjoy their spring breaks," said Kathy Savitt, executive vice president and chief marketing officer, American Eagle Outfitters, Inc. "This year, our goal was to create a series of unique experiences to inspire and entertain our customers both online and in stores."

AE Spring Break 2008 experiences include:

- Cancun, Mexico
    - Daily poolside activities at the Oasis Cancun Hotel, including a DJ and emcee, contests and giveaways, and games like dodge ball, volleyball and tug-of-war. Tuesday nights will feature live performances from Fall Out Boy and Akon.
- Squaw Valley USA, Lake Tahoe, CA
    - AE outdoor lounge with comfy furniture, a warm fire, merchandise giveaways and all-day music, as well as a concert from Gym Class Heroes on the Olympic House Deck.

- Grand Canyon, AZ
    - South Rim camping, hiking, and invasive plant removal and restoration activities.
- Padre Island National Seashore, TX
    - Beach camping and construction activities to protect beach dunes and expand a sea turtle research cabin.

Spring breakers can visit ae.com for all of their spring break essentials. Each destination is featured on 77E with tips on what to pack as well as recommendations from blogger iJustine.

To see exclusive video and photos from each AE Spring Break destination, visit an AE store or ae.com/77E.

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. The original collection includes standards like jeans and graphic Ts as well as essentials like accessories, outerwear, footwear, basics and swimwear. American Eagle currently operates 854 stores in 50 states, the District of Columbia and Puerto Rico, and 75 AE stores in Canada. American Eagle also operates ae.com(R), which offers additional sizes and styles of favorite AE(R) merchandise and ships to more than forty countries around the world. The American Eagle(R) brand also includes a Dormwear(R) collection, aerie(TM), which is available in 39 standalone stores, American Eagle stores and at aerie.com. The collection includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AE girl. Designed to be sweetly sexy, comfortable and cozy, the aerie brand offers AE customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom. 77E(TM), a new multi-channel entertainment platform, features original and user-generated content on ae.com, in AE stores, on television, and on Web sites such as YouTube, MySpace and Facebook. For more information, visit **www.ae.com**.

MARTIN + OSA(TM), a concept targeting 28- to 40-year-old women and men, offers Refined Casual(TM) clothing and accessories, designed to be valuable, irresistible, inspiring, authentic and adventurous. MARTIN + OSA currently operates 19 stores. For additional information and updates, visit **www.martinandosa.com**.

CONTACT: American Eagle Outfitters, Inc.
Sarah Toulouse, 412-432-4500
toulouses@ae.com

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