NEWS RELEASE

American Eagle Outfitters and NBC's ``The Apprentice'' Merge Fashion with Function to Design Wearable Technology

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Tune In on April 7th (9-10 pm ET) as Teams "Magna" and "Net Worth" Pair AE's Spring Collection with Today's Latest Gadgets

WARRENDALE, Pa., Apr 04, 2005 (BUSINESS WIRE) -- Leading lifestyle retailer American Eagle Outfitters, Inc. (AE) today announced that it is a sponsor for season three of NBC's hit reality show "The Apprentice". The task on AE's episode will focus on combining fashion with function as the contestants face off at AE's New York Design Center to create wearable technology. Scheduled to air on Thursday, April 7th 9-10pm ET, teams "Magna" and "Net Worth" will collaborate with AE designers incorporating today's cutting-edge technology including cell phones, MP3 players, and computers into AE's spring 2005 collection.

"AE is in constant dialogue with its customers so we've always known that music, entertainment, and technology are important to their lifestyle," said Michael James Leedy, chief marketing officer at American Eagle Outfitters. "The Apprentice contestants are creative, innovative, and energetic and we were excited to give them the chance to have fun and get into the heads of our target demographic, like AE designers do everyday, by incorporating the latest technology into our spring clothing and accessories."

Wearable technology is emerging as an innovative, up-and-coming fashion category; however, it has long been part of AE's merchandise and design strategies as the Company has always designed its product with the customer's lifestyle in mind. From the AE Flight Messenger Bag which can store laptops and other essentials such as cell phones and MP3 players in a padded inside pocket to the AE Expedition Down Jacket with inside zip pockets

especially for an MP3 player or cell phone as well as a loop for a headphone cord, AE customers look cool and connected wherever they live, work, and play. This week, "The Apprentice" episode illustrates how easily technology can be integrated into fashion without compromising comfort or style.

"Like 'The Apprentice', AE is all about encouraging individuals to go after their dreams and live their lives to the limit," said Michael James Leedy. "Live Your Life" is a statement that reflects the spirit and values of the AE brand -- authentic, individual, and real -- and we are proud to help big dreams become reality for 'The Apprentice' candidates. Our alliance with the show is a natural partnership."

AE will launch a sweepstakes in AE stores nationwide and on ae.com following the airing of its episode in which one lucky individual will win a trip for two to New York City, tickets to the final episode of "The Apprentice", a new AE wardrobe, and a tour of the New York Design Center where AE's episode was filmed.

About American Eagle Outfitters

American Eagle Outfitters (NASDAQ:AEOS) is a leading lifestyle retailer that designs, markets, and sells its own brand of relaxed, casual clothing for 15- to 25-year-olds, providing high-quality merchandise at affordable prices. AE's collection includes modern basics like jeans, cargo pants, and graphic Ts as well as a stylish assortment of cool accessories, outerwear and footwear. American Eagle Outfitters currently operates 777 AE stores in 49 states, the District of Columbia and Puerto Rico and 70 AE stores in Canada. AE also operates via its Web business, **www.ae.com**, which offers additional sizes and styles of favorite AE merchandise.

SOURCE: American Eagle Outfitters

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