



AMERICAN EAGLE  
OUTFITTERS

NEWS RELEASE

## American Eagle Outfitters Launches Music Program for New Sub-Brand aerie

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aerie Artists Music Series Features Free Exclusive Downloadable Tracks and Videos, In-Store Concerts and Special-Edition CDs

NEW YORK, Sept. 6 /PRNewswire-FirstCall/ -- American Eagle Outfitters (Nasdaq: AEOS), today announced a new music program for aerie customers, the aerie Artists Music Series. aerie by American Eagle is a new line of intimates and dormwear, which is making its official debut in AE stores today. The aerie Artists Music Series identifies emerging and independent musicians whose work reflects and inspires the aerie girl's lifestyle. The Series will premier exclusive tracks and music videos on [www.aerie.com](http://www.aerie.com), offering them to customers for download free-of-charge.

Recording artists Ben Lee and Sia are the first to be selected for the aerie Artists Music Series, which today released the world premier of Lee's single, "Since I met you" and Sia's single, "Pictures." Both songs are available as free exclusive downloads on [www.aerie.com](http://www.aerie.com). Lee will also perform live at the American Eagle Union Square Store in New York City tonight.

"The aerie Artists Music Series is about helping our customers discover music they'll love as part of their aerie shopping experience," said Kathy Savitt, chief marketing officer of American Eagle Outfitters. "We're thrilled to launch the Series with such talented and inspiring artists like Ben Lee and Sia."

The aerie Artists Music Series will also release a special edition of Ben Lee's CD "Awake is the New Sleep," which

includes the exclusive aerie single, "Since I Met You" and artist interviews. "Colour the Small One" from Sia will be offered with a special bonus CD including the exclusive aerie single, "Pictures." Both special editions will be available in selected American Eagle Outfitters stores and on [www.aerie.com](http://www.aerie.com). To conclude the second part of the series, Sia will make a special in-store appearance at an American Eagle store later this year.

Created specifically for aerie and American Eagle customers, music videos for the aerie Artists Music Series singles will debut exclusively in AE stores and on [www.aerie.com](http://www.aerie.com). Performers in the videos are featured wearing various aerie looks, further enhancing the connection with the aerie brand and lifestyle.

Each artist will have exclusive placement on [www.aerie.com](http://www.aerie.com) with behind-the-scenes interviews, performances and videos, tour information and links to the artists' Web sites. In addition to prominent site placement and targeted e-mail campaigns, American Eagle Outfitters will promote the aerie Artists Music Series in its 818 stores throughout the country through in-store signage, window displays and by playing exclusive Series videos in the stores.

#### About Ben Lee

With his own record label, Ten Fingers, and new album *Awake is The New Sleep*, Ben Lee is now at 26 an established solo singer songwriter and solo artist. Born in Sydney Australia, Ben realized at a young age that playing music was his true calling. He and his then band, Noise Addict, were discovered at 14 by Sonic Youth and The Beastie Boys, which caused their popularity to rise. In June of 1995, Ben released his first solo album, *Grandpaw Would*, and followed it up with his second album, *Something to Remember Me By*, in 1997. *Awake Is The New Sleep* is Ben Lee's most authentic album to date.

#### About Sia

Australian born Sia's (full name Sia Furler) first solo single in 2000, "Taken for Granted", generated a Top 10 hit on the U.K. singles charts. She followed it up with another singles hit, "Drink to Get Drunk", which appeared on her first full-length album *Healing is Difficult* in 2002. Her second album, *Colour the Small One* released in 2004, produced her most well known hit "Breathe Me," which was featured in the final scene of the HBO series "Six Feet Under." Sia is also known for her contributions to Zero 7.

#### About American Eagle Outfitters

American Eagle Outfitters (Nasdaq: AEOS) is a leading retailer that 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 Outfitters currently operates 818 stores in 50 states, the District of

Columbia and Puerto Rico, and 72 AE stores in Canada. A new branded intimates line under the name "aerie by American Eagle" arrives in American Eagle stores this Fall. The assortment includes a complete line of bras, panties and dormwear designed for American Eagle's core 15 to 25 year- old customer. AE also operates ae.com, which offers additional sizes and styles of favorite AE merchandise and ships around the world. The company plans to open MARTIN + OSA, a new sportswear concept targeting 25 to 40 year- old women and men, in the fall of 2006. For additional information and updates, visit [www.martinandosa.com](http://www.martinandosa.com).

SOURCE American Eagle Outfitters

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/Web site: <http://www.aerie.com>

<http://www.martinandosa.com> /

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