NEWS RELEASE

American Eagle Outfitters Reveals Winners of National 'Live Your Life' Contest; Winners, Recognized at Star-Studded Event, Will have Their Dreams Fulfilled with AE's Help

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WARRENDALE, Pa.--(BUSINESS WIRE)--July 28, 2005--Leading lifestyle retailer American Eagle Outfitters, Inc. (AE) announced the winners of its successful "Live Your Life" contest, a nationwide program encouraging teens and young adults to aim high, live large, and achieve more. The winners were revealed last night at AE's new Union Square store in New York City at a star-studded event to celebrate these teens and young adults who have big dreams. As part of the contest, the winners will be awarded the resources, support, and up to $25,000 to help make their dreams a reality.

AE scouted North America to find individuals who want to do extraordinary things with their lives and inspire the world. The Live Your Life contest kicked off in January and AE received more than 6,000 entries from individuals from all walks of life. The winners were selected with the help of nearly 39,000 people who voted online at ae.com.

"Our Live Your Life winners are extraordinary individuals with inspirational stories that will encourage countless other young adults to live life to the fullest, which is the spirit of the AE brand," said Michael James Leedy, chief marketing officer of American Eagle Outfitters. "We are proud to recognize their past and future accomplishments, and hope they will always aim high and live large."

Celebrities, AE customers and executives gathered at AE's new Union Square store, which opens officially today, to celebrate the Live Your Life winners. Many celebrities including actors Rosario Dawson, Adrian Grenier of HBO's

Entourage, Tori Spelling, Nick Lachey, as well as Alexandra Kerry were on hand and joined DJ AM and hipster band Louis XIV in the festivities.

The Live Your Life winners are:

-- Kristen Karinshak of Leesburg, VA. 17-year-old Karinshak founded "Walking for Water," a movement that raises money to supply much-needed water to a landlocked West African village and hopes to take it to the next level.

-- Grace Nixon of Rapid City, SD. Inspired by the lack of adequate housing in her hometown, 19-year-old Nixon's goal is to raise money for Habitat for Humanity and become a professional speaker, motivating others to help her cause.

-- Olivia Akerley of Salt Lake City, UT. 15-year-old Akerley's goal is to be on the US Freestyle Ski Team and compete in the 2010 Olympics.

-- Kellie Jurado of Roswell, NM. 17-year-old Jurado works with foster kids in her hometown and hopes to launch "Transitions," a program she designed to raise foster children's self-esteem through positive encouragement and continual support.

-- Aaron Tang of New Haven, CT. Inspired by his grandfather, 21-year-old Tang founded a non-profit organization called Our Education to empower the student voice in education reform and make education a national priority.

-- Joe Boucher of Ottawa, ON. 22-year-old Boucher, who has never even seen the ocean, has always wanted to learn how to surf and hopes to do this when he finishes Carleton University.

AE recently conducted a national online survey with research company Sovereign Marketing that revealed a prevalence of ambition and motivation among today's teens and young adults. Findings show that 86 percent have a special dream or goal, but almost all of them (85 percent) have not reached it yet. The survey, which took place January 2005 and included 1,043 individuals ages 15-25, also showed that the top barriers preventing this generation's dream fulfillment is "lack of money/resources" (41 percent) and "not knowing how to make it a reality" with 19 percent. Through the Live Your Life contest, AE strives to knock down those barriers.

The Live Your Life contest ran from January 25 to February 22, 2005. AE asked teens and young adults across the

country to describe their hopes, dreams, inspirations, and ambitions in a 300-word essay or a five-minute video/DVD. To view the full profiles of the Live Your Life winners visit www.ae.com.

Live Your Life in AE Jeans

Twenty-nine styles and eight different fits combine to create BTS/Fall 2005 women's and men's collections. From embellished stretch and hipster silhouettes for women to destroyed loose and bootcut fits for men, AE jeans perfectly complement seasonal essentials such as blazers, hoodies, button-downs, and graphic T's.

AE JEANS FOR WOMEN: AE Jeans for women are anything but basic! The AE Stretch Skinny Flare Jean has an extreme low-rise making it the perfect going out jean while the embellished, dark indigo AE Hipster Boot Jean looks great during the day paired with the AE Lived-In Button-Down and the AE Cord Blazer. On weekends, hang out wearing the AE Boyfriend Jean paired with a collegiate-inspired hoodie or graphic T. Or, try the new AE Lived-In Destroyed Jeans which are distressed by hand and have an authentic vintage style.

The Fits:

-- Stretch: Fits close to your body and moves with you.

-- Hipster: Fits super-low at the hips and close through the body.

-- Favorite: A fit for everyday, reliable and relaxed.

-- Blue Issue: Unique details for individual style.

AE JEANS FOR MEN: The men's AE Destroyed Bootcut Jean comes to you weathered, abraded, and ripped up for custom AE character. Play catch with friends or hang out on the weekends wearing the AE Loose Fit Jean which sports extreme destroy details including abrasion at the pockets and holes on the legs, giving it a laid-back and relaxed feeling especially when paired with an AE Graphic T. The AE Bootcut Jean is vintage-inspired while the AE Low-Rise Boot Jean has the same retro sensibility but fits lower on the body. Heading out for the evening? Pair the AE Broken-In Oxford with the fashion-forward AE Straight Leg Jean.

The Fits:

-- Bootcut: A vintage look and feel.

-- Loose Fit: Ultimate in laid-back comfort.

-- Straight Leg: A fit for everyday.

-- Worker: Relaxed workwear fit with rugged details.

-- Low-rise Boot: Fits lower on the body.

-- Trouser: Wider in the leg for a classic trouser look.

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 783 AE stores in 49 states, the District of Columbia and Puerto Rico and 71 AE stores in Canada. AE also operates via its Web business, www.ae.com, which offers additional sizes and styles of favorite AE merchandise.

Through its charitable AE Foundation, American Eagle Outfitters raises funds and enlists volunteers for projects that improve the quality of life where associates and customers live, work and play. American Eagle Outfitters was the first corporate sponsor of Jumpstart and continues to play an active role in this nonprofit organization that pairs college students with preschoolers developing early learning skills.

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