NEWS RELEASE

American Eagle Outfitters to Give Free Movie Ticket to Each American Eagle Customer Who Tries On Any Pair of Jeans From AE's New Denim Assortment

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Event begins July 11, customers can also enter to win AE jeans and AMC movie tickets 'for life' on ae.com

WARRENDALE, Pa., July 10 /PRNewswire-FirstCall/ -- American Eagle Outfitters (Nasdaq: AEOS) today announced an exciting event to reward all AE customers, as well as anyone who loves a good pair of jeans and the movies. American Eagle has formed a partnership with AMC Theatres(R) to offer free movie tickets to the first one million customers who try on a pair of AE jeans at select American Eagle stores. The popular retail brand is creating awareness for its new line of Back To School jeans by combining two of its customers' favorite pastimes, shopping at American Eagle and going to the movies.

For two weeks starting July 11, American Eagle expects to distribute a million movie tickets in stores as customers try on AE's new collection of Back To School jeans. Everyone is also invited to visit ae.com to enter a national online sweepstakes for a chance to win a lifetime supply of AE jeans and AMC movie tickets. Full contest rules can be found at ae.com. The American Eagle/AMC Try-On movie tickets are valid at more than 300 AMC theatre locations nationwide.

"We are so proud of this season's new denim assortment that we've teamed up with AMC Theatres to thank our customers with a free movie ticket just for trying on a pair of our new AE jeans," said Susan McGalla, president and chief merchandising officer for the AE brand.

This season's new Back to School denim selection features more than six new cool cuts and a variety of new washes

including:

Women's Fits:

* Skinny 77 -- This is the must have fit of the season, featured in all the magazines. City chic with heels or boho and down to earth with warm fuzzy boots and flats, this fit is tapered and long. Perfect for dancing all night or hanging with friends all day

* Straight 77 -- This fit is similar to the skinny, offering the same silhouette in the waist and hips, but is not as tapered giving more room from knee to ankle. It is perfect with flip flops or flats

* BOYFRIEND -- With a sexy top fit this fit sits low and straight on the waist with a wideleg. This fit is sexy but relaxed

* AE ARTIST -- This fit is the sexiest of all AE fits with an extreme low rise and slim leg. It is a fun fit that is great for going out, day to night

* HIPSTER -- AE's most classic, authentic jean. It is slim and features a clean leg. It sits slightly higher on the waist

Men's Fits:

* BOOTCUT -- This is an everyday, casual fit. It is comfortable and easy to wear

* LOW RISE BOOT -- This fit is slimmer and sexier than the regular bootcut. You can dress it up or dress it down and it looks great with a tee shirt or a blazer

* LOOSE -- This fit has the most casual, relaxed attitude of all

* LOW RISE STRAIGHT -- This fit is a modern classic. It is an easy to wear straight leg that can be dressed up or down and sits comfortably low on the waist

About American Eagle

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 799 stores in 50 states, the District of Columbia and Puerto Rico, and 71 AE stores in Canada. AE also operates http://www.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 **http://www.martinandosa.com** .

SOURCE American Eagle Outfitters

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