



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

American Eagle Outfitters to Give Free Smartphone to Every Customer Who Tries on a Pair of AE Jeans

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Begins Wednesday, July 21 at American Eagle Outfitters Stores Across the Country
Online Customers Receive Offer for Every Denim Purchase

PITTSBURGH, Jul 07, 2010 (BUSINESS WIRE) --

American Eagle Outfitters, Inc. (NYSE: AEO) today announced a break-through back-to-school promotion in which every customer who tries on a pair of AE jeans receives a free smartphone after instant discount with a new two-year service plan, from July 21 to August 3. Customers can choose from more than 40 phones from a variety of top brands including BlackBerry(R) and Android(TM) smartphones and many others. Every customer who takes advantage of the promotion will also receive a \$25 AE "Money Card" redeemable online or in stores.

"American Eagle Outfitters wants to send our customers back-to-school in style with new denim and a new phone," said Fred Grover, executive vice president of marketing, American Eagle Outfitters, Inc. "This promotion adds a level of excitement and fun to our customers' shopping experience, as well as making a powerful statement about our confidence in the denim collection."

The AE back-to-school denim collection includes a complete range of fits and washes. AE women's denim fits include the new Jegging, as well as Skinny, Super Skinny, Artist(TM), Slim Boot, Favorite Boyfriend, Artist Crop and Boy Fit Crop. The AE men's collection includes three new fits--Slim, Low Rise Boot Signature Stitch, and Relaxed, as well as Straight, Low Rise Boot, and Bootcut.

How it works:

- As customers exit the AE fitting rooms after trying on jeans, they will receive a special card that explains how to select their phone and carrier at www.ae.com/jeans.
- The new phone and \$25 AE Money Card is sent to the customer via FedEx.
- Users will be given the opportunity to download an AE logo to their phone deck that acts as a direct link to the AE mobile site.
- Online shoppers will receive the special card in their order shipment with every denim purchase.

**Promotion is available to U.S. customers only and offered only while supplies last. Please see www.ae.com/jeans for complete rules and information.

About American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc., through its subsidiaries, ("AEO, Inc.") offers high-quality, on-trend clothing, accessories and personal care products at affordable prices. The American Eagle Outfitters(R) brand targets 15 to 25 year old girls and guys, with 934 stores in the U.S. and Canada and online at www.ae.com. aerie(R) by american eagle offers Dormwear(R) and intimates collections for the AE(R) girl, with 143 standalone stores in the U.S. and Canada and online at www.aerie.com. The latest brand, 77kids(R) by american eagle(R), is available online only at www.77kids.com. The 77kids brand offers "kid cool," durable clothing and accessories for kids ages two to 10. AE.COM(R), the online home of the brands of AEO, Inc. ships to more than 76 countries worldwide.

SOURCE: American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc.
Stephanie Oswald, 412-432-4548
OswaldS@ae.com