NEWS RELEASE

American Eagle Outfitters(R) and Jumpstart Host Third Annual Shared Reading Event in Pittsburgh

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Jumpstart's Read for the Record(R)- October 2- SouthSide Works Helping Make Early Education a National Priority through Record-Breaking Reading Campaign

PITTSBURGH--(BUSINESS WIRE)--

American Eagle Outfitters, Inc. (NYSE:AEO) is once again joining Jumpstart's Read for the Record, a national campaign to engage hundreds of thousands of children and adults in an effort to break the world record for the most children reading the same book on the same day. Jumpstart's Read for the Record brings national attention to the importance of preparing our children to read at an early age while raising money to fund early education for underserved youth. As a founding sponsor of the Campaign, American Eagle Outfitters will draw hundreds of people its corporate headquarters in Pittsburgh's SouthSide Works for a shared reading experience with Pittsburgh Steeler, Arnold Harrison. In addition to the reading, AEO will provide a fun and interactive experience for the kids through arts and crafts, one-on-one readings, as well as special appearances from characters of the book.

American Eagle Outfitters first aligned with Jumpstart in 1997 as the first national corporate partner. Over the past 11 years, AEO has funded and developed programs to build awareness and inspire AE customers and associates to get involved so that every child enters school prepared to succeed.

"Our goal is for every child to have the opportunity to reach their full potential in life, so we are working to improve education for all children in Pittsburgh," said Joe Kerin, President of the AE Foundation Board of Directors. "On this day, we hope to promote the importance of literacy and early education,"

During the past two years, more than 400,000 children participated in Jumpstart's Read for the Record campaign. The campaign has raised more than $2,000,000 to support Jumpstart's mission. This year's campaign aims to be bigger than ever with events taking place all over the country including, Atlanta, Boston, Chicago, Los Angeles, New York, San Francisco and Washington, D.C.

"Focusing everyone's attention on one book for a single day is a great way to highlight the critical task of preparing young people for a lifetime of reading and learning," said Jumpstart's President James Cleveland. "We hope Jumpstart's Read for the Record will encourage others to consider this problem and help them to recognize the important role Jumpstart plays in the lives of young children everywhere."

This year's official Campaign book is the beloved children's classic Corduroy from Penguin Young Readers Group. The special edition features an introduction and request for support for the Campaign from NBC's TODAY Show hosts Matt Lauer and Meredith Vieira, a foreword by LL Cool J, and a collection of reading tips for parents of young children. Visit www.readfortherecord.org to find information on how to register to read, purchase or donate books, as well as host or join reading events across the nation.

About American Eagle Outfitters, Inc.

American Eagle Outfitters, through its subsidiaries ("AEO"), designs, markets and sells its own brand of laidback, current clothing targeting 15 to 25 year-olds, providing high-quality merchandise at affordable prices. The original collection includes standards like jeans and graphic Ts as well as essentials like accessories, outerwear, footwear, basics and swimwear. AEO currently operates 877 stores in 50 states, the District of Columbia and Puerto Rico, and 77 AE stores in Canada. AEO also operates ae.com(R), which offers additional sizes and styles of favorite AE(R) merchandise and ships to more than sixty countries around the world. The American Eagle(R) brand also includes a Dormwear(R) collection, aerie(R), which is available in 93 standalone stores, AEO(R) stores and at aerie.com. The collection includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AEO girl. Designed to be sweetly sexy, comfortable and cozy, the aerie brand offers AEO customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom.

MARTIN + OSA(R), a concept targeting 28 to 40 year-old women and men, offers Refined Casual(TM) clothing and accessories, designed to be valuable, irresistible, inspiring, authentic and adventurous. AEO currently operates 25 MARTIN + OSA stores. For additional information and updates, visit www.martinandosa.com.

AEO plans to launch a children's apparel brand, 77kids by american eagle(TM), offering on-trend, high-quality clothing and accessories for kids age two to 14. The 77kids(TM) brand was designed to fill a need in the marketplace by offering the fresh, "kid-cool" styles that kids want alongside the function, durability and value that moms want.

American Eagle Outfitters was founded in 1977, which is the inspiration for the name 77kids. The new brand will draw from the strong heritage of American Eagle Outfitters, with a point-of-view that's thoughtful, playful and real. Like American Eagle clothing, 77kids will focus on great fit, value and style. The 77kids(TM) line will debut online at www.77kids.com late October 2008, with brick-and-mortar stores in the U.S. planned for 2010.

About Jumpstart

Jumpstart is a national early education organization that works toward the day every child in America enters school prepared to succeed. Through extraordinary attention in yearlong one-to-one relationships, Jumpstart inspires children to learn, adults to teach, families to get involved, and communities to progress together. Headquartered in Boston, Jumpstart pairs 4,000 trained adults one-to-one with preschool children in need of assistance. During the 2008-2009 program year, Jumpstart is serving 15,000 children across 20 states, in partnership with 300 early learning centers and nearly 74 universities and colleges throughout the country.

Jumpstart's national sponsors include American Eagle Outfitters, AmeriCorps, Pearson, Sodexo and Starbucks. Jumpstart is the recipient of the Fast Company/Monitor Social Capitalist Award (2004, 2005, 2006, 2007 and 2008) and the Committee to Encourage Corporate Philanthropy's Directors Award. For more information, visit the Jumpstart Web site at www.jstart.org.

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