NEWS RELEASE

American Eagle Outfitters Makes a Splash at MTV Spring Break

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American Eagle Outfitters Will be the Official Apparel Sponsor of MTV Spring Break 2005 and Make a Special Appearance on TRL

WARRENDALE, Pa., Mar 3, 2005 (BUSINESS WIRE) -- Leading lifestyle retailer American Eagle Outfitters, Inc. (AE) (NASDAQ:AEOS) and MTV: Music Television today announced a multi-platform sponsorship around MTV Spring Break 2005. AE will be a major sponsor and the official apparel provider for the network's hottest annual event broadcasted from Cancun, Mexico, March 18-20th, 2005.

AE will help MTV heat up the beaches of Cancun, providing warm-weather wardrobes for its VJs including authentic, worn-in destroyed denim, woven camis, classic polos, cargo shorts, and swimwear in vibrant, sun-kissed colors. The Company will also distribute 100,000 limited-edition AE Spring Break Bags to spring breakers. Anyone spotted at MTV Spring Break 05 with an AE Spring Break Bag will have the chance to win VIP treatment and cool prizes from AE and MTV.

AE will also be featured in a special segment of TRL airing Friday, March 4th at 5pm ET/PT on MTV. During the show, AE will award a lucky audience member tickets to MTV's Spring Break 05 in Cancun as well as an AE wardrobe to wear. Everyone else in the audience will score an AE Spring Break Bag loaded with seasonal essentials such as destroyed jeans, graphic Ts, sunglasses, and more.

"AE's partnership with MTV is a natural fit," said Michael James Leedy, chief marketing officer at American Eagle Outfitters. "Spring Break is more than just a vacation for our customers -- it is a lifestyle. Memories are made on

spring break and our goal with MTV is to make this Spring Break the best ever and the most memorable."

MTV produced a co-branded Spring Break commercial which began airing Wednesday, February 23rd. The spot, which will air through Sunday, March 27th, promotes AE's Spring Break Bag promotion and tune-in information for MTV's Spring Break. Spring Break is AE's latest alliance with MTV. The company had a long-standing relationship with hit-series "Road Rules" for which it was the official clothing sponsor providing wardrobe for the cast.

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 777 AE stores in 49 states, the District of Columbia and Puerto Rico and 69 AE stores in Canada. AE also operates via its Web business, www.ae.com, which offers additional sizes and styles of favorite AE merchandise.

About MTV

MTV Networks owns and operates the cable television programming services MTV: Music Television, MTV2, mtvU, Nickelodeon/Nick at Nite, TV Land, VH1, CMT: Country Music Television, Comedy Central, and Spike TV, as well as The Digital Suite from MTV Networks, a package of thirteen digital services, all of which are trademarks of MTV Networks. MTV Networks also operates and offers joint ventures, licensing agreements and syndication deals whereby its programming can be seen worldwide.

SOURCE: American Eagle Outfitters

American Eagle Outfitters
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