



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

American Eagle Outfitters Launches Mobile Gift Cards

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Customers Can Now Purchase Mobile Gift Cards via AE.com or American Eagle Outfitters' Facebook(R) Page

PITTSBURGH, Nov 24, 2010 (BUSINESS WIRE) --

American Eagle Outfitters, Inc. (NYSE: AEO) today announced the launch of its mobile gift card program, just in time for the holidays. The cards are available for purchase at www.ae.com or through the **American Eagle Outfitters**, **erie** and **77kids** Facebook Pages.

"AEO customers are essentially fused to their mobile phones," said Gabriella Dera, vice president of customer relationship marketing for American Eagle Outfitters, Inc. "Mobile gift cards offer the ultimate convenience, as well as instant gratification for gift giving this holiday."

Gift card senders choose from four holiday designs within each AEO brand--American Eagle Outfitters, erie and 77kids. They can also add a personal message of up to 100 characters. The mobile gift card is texted to the recipient's mobile phone, and can be used to shop online or in any of the 1,000+ AEO stores worldwide. An e-mail message will also be sent to the recipient in case the text message is missed.

When purchased through AEO brand Facebook Pages, mobile gift card buyers can choose to post a message on their wall, letting friends know that they sent out an AE, erie or 77kids gift card. Building in this social element adds a new level of fun, excitement and sharing to gift giving.

Mobile gift cards are part of the American Eagle Outfitters comprehensive mobile commerce strategy. As a portfolio

of lifestyle brands, the company strives to engage customers where they are--at home, work, school, or at the mall. AEO gift cards never expire, and do not include fees of any kind.

The company has partnered with **Transaction Wireless(TM)** (TW), a leading provider of virtual and mobile gift cards, to power its mobile gift card offerings. TW's patented wGift technology platform enables the easy, safe purchase of virtual gift cards directly from any digital device, including any internet-enabled cell phone. The company's wSocial platform enables social gifting. TW's platform is turnkey and completely scalable to help companies and brands quickly and easily keep up with the ever-changing mobile and social media landscape. The cards are stored safely, which helps to ensure the gifts will be used rather than lost or forgotten.

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 935 stores in the U.S. and Canada and online at **www.ae.com**. aerie(R) by american eagle offers apparel and intimates collections for the AE(R) girl, with 147 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 at **www.77kids.com**, as well as at seven stores across the nation. The 77kids brand offers small sizes and great big style for kids 0-14. AE.COM(R), the online home of the brands of AEO, Inc. ships to 76 countries worldwide.

About Transaction Wireless

Transaction Wireless (TW) enables retailers and brands to connect and engage with their consumers through the power and reach of virtual, mobile and social gifting, and to become part of their evolving digital world, through any PC or mobile device. Transaction Wireless' technology platform supports a customizable, scalable suite of patented digital gifting and marketing solutions for today's online, social and mobile mediums. The Company is headquartered in San Diego, California and counts AMC Entertainment, American Eagle Outfitters, Applebee's, SpaFinder, Bass Pro Shops and Hallmark Business Connections, as some of its current clients. More information can be found at **www.transactionwireless.com**.

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SOURCE: American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc.
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