



AMERICAN EAGLE
OUTFITTERS

NEWS RELEASE

American Eagle Outfitters Announces Social Media Photo Contest Results

10/18/2011

More than Half a Million Customers and Employees Participated in AE BestShot; Winners Selected by Customer Votes

PITTSBURGH, Oct 18, 2011 (BUSINESS WIRE) --American Eagle Outfitters, Inc. (NYSE: AEO) today announced the results of its "AE BestShot" social media photo campaign, which took place in July and August, www.ae.com/bestshot. Nearly 80,000 customers and employees uploaded photos wearing American Eagle Outfitters clothing, and more than 500,000 viewed photos and voted. Collectively, the time spent viewing photos totaled more than 40 years over a four week period.

Seven customers and two employees won the grand prize of \$3,000, and a spot in a future AE photo shoot. One customer was selected in two grand prize categories, winning a total of \$6,000 as well as the campaign spot. Two hundred winners received \$100 AE gift cards and their photos featured on the 25-story LED screen outside the American Eagle Outfitters flagship store in Times Square.

"We are extremely pleased with the response to AE BestShot, and delighted with their creativity," said Fred Grover, executive vice president, American Eagle Outfitters, Inc. "The contest showed how passionate our customers and employees are about the American Eagle Outfitters brand."

For each entry, submitters chose a category for their photo, and shared their entries via Facebook(R) and/or Twitter(R), encouraging friends to vote for them. Winners were selected solely based on customer votes. Following are the winners for each category, and a link to their winning photos.

Samantha F., Libertyville, IL: Most Likely Rock Star AND Coolest Hipster:
<http://bestshot.ae.com/photo/5018e0e56cb463769983c0e3c0f62bae.jpg>
<http://bestshot.ae.com/photo/757b1c9c36b6270249bbc36191cc8d7c.jpg>

David A., Richmond Hill, GA: Most Athletic:
<http://bestshot.ae.com/photo/202cfa218ce422a3b2be4662a66a7ce0.jpg>

Brittney C., Sudbury, Ontario: Best AE Spirit:
<http://bestshot.ae.com/photo/2a548071f7eaf91bd0a1c08d85b45365.jpg>

Emily H., Spring, TX: Most Likely Model:
<http://bestshot.ae.com/photo/624f9fe09690adff665fae764ae506a0.jpg>

Delbert S.T., Ponce, Puerto Rico: Class Clown:
<http://bestshot.ae.com/photo/215fac344acfed10cecdc013aa220f5.jpg>

Nelly S., Carbondale, CO: Best Back Pocket:
<http://bestshot.ae.com/photo/5440d4f38453a493f026a17bd0c019ae.jpg>

Jesse D., Everett, WA: Aspiring Artist:
<http://bestshot.ae.com/photo/62123c3cac8d7973eeb8e7738886aab7.jpg>

Erin R., Lawrence, KS: AE Girl Associate:
<http://bestshot.ae.com/photo/7d78a837566ea2777c262cbd5b90f9d3.jpg>

Cameron B., Amarillo, TX: AE Guy Associate:
<http://bestshot.ae.com/photo/882431e9d3f1977978a8759669661f17.jpg>

To view more photos, visit www.ae.com/bestshot.

Facebook(R) is a registered trademark of Facebook Inc.

Twitter(R) is a registered trademark of Twitter Inc.

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 936 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 158 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 22 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.

SOURCE: American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc.
Sam Nelson, 412-432-4500
nelsons@ae.com