NEWS RELEASE

American Eagle Outfitters Launches Year-Round Philanthropy Program for Customers

11/23/2007

AE Better WorldSM Program Donates Proceeds from Signature AE Item Each Season

PITTSBURGH – November 23, 2007– American Eagle Outfitters, Inc. (NYSE:AEO) today announced the launch of AE Better World, a year-round philanthropy program that partners with customers to support causes and organizations that are important to AE customers.

Beginning today in stores and on ae.com, American Eagle will offer an exclusive stadium-style scarf in three color choices at a price of $19.50. For each AE Better World scarf purchase, $10 will go to one of the three following organizations: Big Brothers Big Sisters of America (Fuchsia Pink), Jumpstart (Berry Red) and the Student Conservation Association (Polar Navy), allowing customers to make a personal statement about their favorite organization or cause based on the color they choose. The extra-long signature scarves feature fringed ends and iconic American Eagle branding.

“American Eagle has a long history of giving back to the community through the AE Foundation,” said Kathy Savitt, executive vice president and chief marketing officer of American Eagle Outfitters. “AE Better World was created to involve our customers and their passion for the AE brand to support causes that are important to them by wearing clothing they love.”

The inaugural AE Better World scarf will be available in all AE stores across the United States and Canada, as well as online at www.ae.com. Specially designed hangtags will include information about AE Better World, the details about the organization benefiting from the purchase of that product, and a specific dollar amount that will go back

to the organization. More than 20,000 AE associates also will be wearing their scarf-of-choice during Thanksgiving weekend.

“Jumpstart is all about helping our nation's neediest pre-school children through one-to-one learning relationships with caring young adults, and the AE Better World program is a visionary match with that concept,” said Jumpstart President James Cleveland. “When a single American Eagle customer buys one of these colorful scarves, he or she is making it possible for an individual Jumpstart volunteer to spend significant time every week for an entire year engaging a single child in reading and other literacy and language activities. This is an innovative way for our partners at American Eagle and their customers to make a real impact in these children's future.”

“The Student Conservation Association applauds American Eagle for its innovative leadership in launching AE Better World and we are proud to be an inaugural partner in this program,” said SCA President Dale Penny. “By raising funds and awareness for critically important issues, AE is in fact making ours a ‘better world' and this campaign will both enlighten and engage AE customers.”

“Big Brothers Big Sisters is proud to take its partnership with American Eagle to the next level with AE Better World,” said Judy Vredenburgh, President and Chief Executive Officer. “Creating special AE items and involving customers is extremely powerful. Big Brothers Big Sisters of America and the other organizations will benefit from the funds raised, of course, but the awareness created from being in AE stores and on ae.com is even more valuable over the long-term.”

The next AE Better World product will be available this spring, and will benefit Declare Yourself, a national, nonpartisan campaign to empower and encourage every eligible 18-year-old in America to register and vote in the 2008 presidential primaries and 2008 presidential election.

About American Eagle Outfitters

American Eagle Outfitters, Inc. (NYSE:AEO) is a leading retailer that operates under the American Eagle Outfitters(R) and MARTIN + OSA(TM) brands.

American Eagle Outfitters designs, markets and sells its own brand of laidback, current clothing targeting 15 to 25 year-olds, providing high-quality merchandise at affordable prices. AE's original collection includes standards like jeans and graphic Ts as well as essentials like accessories, outerwear, footwear, basics and swimwear. American Eagle currently operates 853 stores in 50 states, the District of Columbia and Puerto Rico, and 74 AE stores in Canada. American Eagle also operates ae.com(R), which offers additional sizes and styles of favorite AE(R) merchandise and ships to more than forty countries around the world. The American Eagle(R) brand also includes a Dormwear(R) collection, aerie(TM), which is available in 38 standalone stores, American Eagle stores and at

aerie.com. The collection includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AE girl. Designed to be sweetly sexy, comfortable and cozy, the aerie brand offers AE customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom.

MARTIN + OSA, a new sportswear concept targeting 25 to 40 year-old women and men, carries apparel, accessories and footwear, using denim and sport inspiration to design fun and sport back into sportswear. MARTIN + OSA currently operates 18 stores. For additional information and updates, visit www.martinandosa.com..

About Jumpstart:

Jumpstart is a national nonprofit organization that engages preschool children from low-income communities in an intensive early education program to improve their cognitive and emotional development, ensuring they enter kindergarten prepared to succeed at grade level. It accomplishes this by training adult mentors, primarily college students, to work in exclusive yearlong relationships with the children. In 2007, Jumpstart is serving some 13,000 children through a corps of 3,500 college students and older adults. Jumpstart has earned a four-star rating from Charity Navigator and is a recipient of the Fast Company/Monitor Group Social Capitalist Award in 2004, 2005, 2006 and 2007. For more information about Jumpstart, visit www.jstart.org.

About the Student Conservation Association

Jumpstart is a national nonprofit organization that engages preschool children from low-income communities in an intensive early education program to improve their cognitive and emotional development, ensuring they enter kindergarten prepared to succeed at grade level. It accomplishes this by training adult mentors, primarily college students, to work in exclusive yearlong relationships with the children. In 2007, Jumpstart is serving some 13,000 children through a corps of 3,500 college students and older adults. Jumpstart has earned a four-star rating from Charity Navigator and is a recipient of the Fast Company/Monitor Group Social Capitalist Award in 2004, 2005, 2006 and 2007. For more information about Jumpstart, visit **www.jstart.org**.

About Big Brothers Big Sisters

Big Brothers Big Sisters is the largest youth mentoring organization in the United States. Independent research shows that professionally supported, one-to-one relationships between young people and their Big Brothers and Big Sisters have a direct, measurable and lasting impact. Children in the program are more likely to graduate from high school and less likely to be involved in violence. **www.BigBrothersBigSisters.org**.

MULTIMEDIA AVAILABLE:

http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5552552

CONTACT: American Eagle Outfitters
Sarah Toulouse, 412-432-3422
toulouses@ae.com
SOURCE: American Eagle Outfitters, Inc.