NEWS RELEASE

American Eagle Outfitters Announces Winners Of 'LIVE YOUR LIFE' Campaign

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Six remarkable young adults pursue their dreams of helping others with support from AE

WARRENDALE, Pa., May 23 /PRNewswire-FirstCall/ -- Leading lifestyle retailer American Eagle Outfitters (Nasdaq: AEOS) today announced the winners of its highly successful "LIVE YOUR LIFE" contest, a program that encourages young adults around the country to achieve great things by following their dreams. Now in its second year, the contest awards each winner $25,000 to help make his or her dream a reality.

Kicking off last January, AE's contest attracted over 20,000 entries from individuals looking to fulfill their dreams, more than four times the number of applications received last year. Visitors to AE's Web site -- 4.7 million of them -- voted online to select six winners to bring their essays to life and make a difference in the world.

"Our 'LIVE YOUR LIFE' winners are extraordinary individuals with inspirational stories and a commitment to fostering positive change in the world around them," said Susan McGalla, president and chief merchandising officer, American Eagle brand. "By helping them advance their work, we hope to encourage countless other young adults to live life to the fullest, which is the spirit of the AE brand. We are extremely proud to be a part of their success."

The 2006 "LIVE YOUR LIFE" winners are:

Arielle Chikovsky, 23, of Boca Raton, FL, is afflicted with Ushers syndrome, a debilitating disease that impedes both hearing and vision until both are ultimately lost. Determined to erase the fear she feels every day from the lives of

other young adults and children, Arielle has devoted her life to working with Hope for Vision, a non-profit organization dedicated to finding treatments and cures for retinal degenerative disease like Ushers, putting an end to blindness and deafness.

Melody Mejeh, 21, of New York, NY, has a love of music that has enriched her life and given her an outlet to express herself. A young woman who grew up on the outskirts of Spanish Harlem, Melody's dream is to open an after school music program that will give musically inclined children a place where they can pursue their interests and creativity.

Becca Robison, 14, of Layton, UT, created AstroTots, a free science education camp for at-risk girls ages 4-10. The organization's mission is to instill practical life skills and foster a love of learning at an early age. Becca dreams of starting science education centers all over the country while improving her own education to better challenge the girls she mentors.

Josh Sundquist, 21, of Bridgewater, VA, hasn't let anything -- even the loss of his leg due to cancer -- discourage his love of skiing. Josh hopes to live his dream and compete in the 2007 Disabled World Championships in Klosters, Switzerland. He also plans to go on a nationwide speaking tour and share his story with other young people with disabilities, encouraging them to dream big.

Elizabeth Torres, 18, of Elizabeth, NJ, has been writing poetry and painting since she was five years old in her native country of Colombia. Now living in the United States, she dreams of publishing her self-illustrated, bilingual book of poetry and giving motivational speaking tours at schools, universities and locations overseas. Elizabeth hopes to make an impact on like-minded youth and set a positive example for her community.

Michael Williford, 18, of High Point, NC, is committed to a future in which all people will be able to afford health care. Through the MedAssist program he co-founded at his local hospital, Michael assists indigent cancer patients in applying for and receiving drug benefits. His dream is to have continued success with MedAssist and help those in the healing/coping process of dealing with cancer.

To learn more about AE's "LIVE YOUR LIFE" campaign and this year's winners, go to **http://www.aeliveyourlife.com**.

About American Eagle Outfitters

American Eagle Outfitters (Nasdaq: AEOS) is a leading retailer that designs, markets and sells its own brand of laidback, current clothing for 15 to 25 year-olds, providing high-quality merchandise at affordable prices. AE's original collection includes standards like jeans and graphic T's as well as essentials like accessories, outerwear, footwear, basics and swimwear. American Eagle Outfitters currently operates 798 stores in 50 states, the District of

Columbia, Puerto Rico, and 71 AE stores in Canada. AE also operates http://ae.com, which offers additional sizes and styles of favorite AE merchandise, and ships around the world. The company plans to open MARTIN + OSA a new sportswear concept targeting 25-40 year old women and men in the fall of 2006. For additional information and updates visit http://www.martinandosa.com.

SOURCE American Eagle Outfitters

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