



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

American Eagle Outfitters Kicks Off Back-to-School With Coast-to-Coast Events Guaranteed to Rock You

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The Donnas, Ima Robot, The Walkmen, DJ Danger Mouse and DJ Green Lantern to Perform in Three Flagship Cities Guitars From Gibson Guitar Designed by Top Musicians to be Auctioned on ae.com Benefiting VH1 Save the Music Foundation

LOS ANGELES, Aug 18, 2004 /PRNewswire-FirstCall via COMTEX/ -- To celebrate the AE Jeans Will Rock You campaign and kickoff the back-to-school season, leading lifestyle retailer American Eagle Outfitters (AE) (Nasdaq: AEOS) will host coast-to-coast events in three flagship cities: Los Angeles, New York, and Chicago. Each event will feature performances by some of the hottest bands in music and marks the kickoff of an auction of customized guitars from musical giant Gibson Guitar by some of AE's target customers' favorite musicians.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20040818/LAW028-a>)

(Photo: <http://www.newscom.com/cgi-bin/prnh/20040818/LAW028-b>)

On Tuesday, Aug. 24th, girl-rockers The Donnas and hip-hop producer DJ Danger Mouse will perform to a celebrity crowd at an undisclosed location in Hollywood. Two days later, New York City and Chicago will host simultaneous blowouts when The Walkmen team up with Danger Mouse in New York, while Ima Robot and DJ Green Lantern rock crowds in Chicago.

Customers can go to ae.com to bid on one-of-a-kind Gibson guitars customized by musical artists such as The Donnas, The Black Eyed Peas, N.E.R.D., Danger Mouse, The Mooney Suzuki, D12, The Darkness, and Ima Robot.

Bidding on these rock-star guitars begins August 24th and ends September 2nd. All proceeds from the auction will go to the VH1 Save the Music Foundation.

"Music has always been an essential element of the AE brand," said Michael James Leedy, chief marketing officer, executive vice president of strategic planning and e-commerce. "These artists draw from every genre of current popular music and represent the diversity of our customers and their eclectic taste in music. We are proud to support VH1 Save the Music as its mission matches that of the AE Foundation, to embrace diversity and encourage youth development through its support of music programs for teens."

These exclusive events were inspired by the AE Jeans Will Rock You marketing campaign for which the Company secured rights to the lyrics and soundtrack of the 1977 classic Rock anthem "We Will Rock You" by Queen. In addition to having a presence in-store and online, the song serves as the backdrop for AE's back-to-school :30 second TV spot which is currently airing on MTV through September 13th, 2004.

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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. AE's Canadian subsidiary, Bluenotes/Thriftys, offers a more urban/suburban, denim-driven collection for 12- to 22-year-olds. American Eagle Outfitters currently operates 758 AE stores in 49 states, the District of Columbia and Puerto Rico, 68 AE stores in Canada, and 107 Bluenotes/Thriftys stores in Canada. AE also operates via its Web business, www.ae.com, which offers additional sizes and styles of favorite AE merchandise.

About VH1 Save the Music

Since VH1 Save The Music was created in 1997, more than \$25 million worth of musical instruments has been donated to 1,000 public schools in 80 cities, improving the lives of more than 500,000 children. VH1 Save The

Music's many honors include the Governors' Award (a special Emmy Award), the George Foster Peabody Award for broadcast and cable excellence, and many Beacon Awards.

About Gibson Guitar

Gibson is known worldwide for producing classic models in every major style of fretted instrument, including acoustic and electric guitars, mandolins and banjos. Gibson's digital guitar, introduced in 2002, represents the biggest advance in electric guitar design in over 70 years. Founded in 1894 in Kalamazoo, MI, and headquartered in Nashville since 1984, Gibson Guitar Corp.'s family of brands now includes Epiphone, Dobro, Kramer, Valley Arts, Steinberger, Tobias, Slingerland, Maestro, Baldwin, Hamilton and Wurlitzer. Visit Gibson's website at www.gibson.com.

SOURCE American Eagle Outfitters

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