



AMERICAN EAGLE
OUTFITTERS

NEWS RELEASE

American Eagle Outfitters, BIG EAST to Partner on Basketball Championships

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Leading Specialty Retailer to Serve as Presenting Sponsor of Both Men's and Women's Tournaments

PITTSBURGH & NEW YORK, Aug 05, 2010 (BUSINESS WIRE) --

American Eagle Outfitters, Inc. (NYSE: AEO) and The BIG EAST today announced that American Eagle Outfitters will be the Presenting Sponsor of The BIG EAST Men's and Women's Basketball Championships for the next three years.

"Sponsorship of The BIG EAST championships is an ideal way for the AE brand to connect with college students," said Jim O'Donnell, chief executive officer, American Eagle Outfitters, Inc. "Aligning with a collegiate sports franchise with the prestige and magnitude of The BIG EAST puts our brand at the center of our customers' lives in a highly positive, visible way."

As the presenting sponsor of both tournaments, American Eagle Outfitters will be designated as the Official Apparel Company of The BIG EAST and will receive prominent exposure inside and outside of the host arenas. The company will have an extensive print, radio and online presence in conjunction with both events, as well as a media package on ESPN telecasts of both men's and women's regular season league and tournament games. In addition, AEO will be heavily involved with The BIG EAST Olympic Sports Championships, which feature Olympic sports competitions with college athletes, at various venues throughout the year. The BIG EAST tournament information and student athletes will be featured in AE stores, on its Web site, www.ae.com, and on its 25-story LED screens outside the Times Square flagship.

To reinforce its commitment to education and community support, American Eagle Outfitters will award 37 scholarships to student-athletes for graduate or professional school studies. The scholarship program will include a male and female Scholar Athlete of the Year, a male and female Basketball Scholar Athlete of the Year, a Football Scholar Athlete of the Year, and a BIG EAST Athlete of the Week, among others. The partnership also aligns with American Eagle Outfitters' Campus Marketing initiative which creates brand awareness for college students on their campuses in various ways such as fashion shows, intramural sports, and special offerings.

"While we are certainly thrilled that American Eagle Outfitters will be the presenting sponsor of our men's and women's basketball championships, we are even more pleased to start what we expect to be a much more expansive and mutually beneficial relationship," said Commissioner John Marinatto. "Not only are we marrying a premier brand to two of the most premier events in all of college athletics, but this relationship will also positively affect each and every one of our more than 5,000 student-athletes competing in 24 BIG EAST Conference sponsored sports."

The 2011 BIG EAST Men's Basketball Championship Presented by American Eagle will be held March 8-12 at Madison Square Garden. The 2011 BIG EAST Women's Basketball Championship Presented by American Eagle will be held March 4-8 in Hartford, CT, at the XL Center.

The agreement between AEO and The BIG EAST will be managed by ISP Sports, the exclusive multimedia rights holder for the conference.

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 934 stores in the U.S. and Canada and online at www.ae.com. aerie(R) by american eagle offers Dormwear(R) and intimates collections for the AE(R) girl, with 143 standalone stores in the U.S. and Canada and online at www.aerie.com. The latest brand, 77kids(TM) by american eagle(TM), is available online at www.77kids.com as well as at five stores across the nation. 77kids offers "kid cool," durable clothing and accessories for kids ages two to 10. AE.COM(R), the online home of the brands of AEO, Inc. ships to 76 countries worldwide.

THE BIG EAST CONFERENCE

The BIG EAST is the nation's largest Division I-A conference with 16 members. Those institutions reside in nine of the nation's top 34 media markets, including New York, Chicago, Philadelphia, Washington, DC, Tampa, Pittsburgh, Hartford, Milwaukee and Cincinnati. BIG EAST markets contain almost one fourth of all television households in the

U.S. Since its founding in 1979, the league has won 26 national championships in six different sports, including five men's basketball titles and seven women's basketball crowns. In 2009, BIG EAST schools comprised four of the eight teams in the men's and women's Final Four events, a feat that has happened only once before in NCAA Championship history.

ISP - AMERICA'S HOME FOR COLLEGE SPORTS

ISP is the country's largest and fastest growing collegiate multimedia rights holder, with partnerships involving more than 60 NCAA member institutions, conferences, bowl games and venues. The ISP family of leading universities and conferences reaches into 34 states from the Northeast through the mid-Atlantic and Southeast, while extending across the Southwest and most of the West coast as well. The company, which is based in Winston-Salem, NC, produces a variety of sponsorship opportunities and services for its partner schools and corporate clients, including publications, radio/TV networks, internet sites, game event promotions and stadium/arena signage.

SOURCE: American Eagle Outfitters, Inc.

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