NEWS RELEASE

American Eagle Outfitters Announces $1 Million Commitment to Jumpstart; Partnership Commemorates a Four-Year Sponsorship

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PITTSBURGH--(BUSINESS WIRE)--April 1, 2003--American Eagle Outfitters (AE), one of the most successful lifestyle retailers nationwide, today announced an increased commitment to donate $1M to Jumpstart, a national nonprofit organization that pairs highly trained college students, serving as AmeriCorps members, with preschool children struggling in early learning programs for one-to-one attention in language and literacy, social, and initiative skills.

The million-dollar partnership will include four years of funding from the American Eagle Outfitters Foundation and a corporate donation of more than 36,000 T-shirts specially designed to outfit 7,500 Corps members on 100 college campuses in 28 states with the official Jumpstart uniform. AE will also contribute Jumpstart sweatshirts and hats for college Corps members and more than 20,000 T-shirts for each mentored child.

On April 3rd, AE CEO Jim O'Donnell and Executive VP Merchandising and AE Foundation Chairperson, Susan Miller, will present Rob Waldron, President and CEO of Jumpstart, with a check to commemorate this partnership at an event celebrating the opening of AE's new flagship store in Santa Monica, CA. In addition, Barbara Sandoval, Deputy Mayor of Los Angeles, will present the "2003 AE Spirit of Service Award" to four distinguished California State University-Northridge and Pepperdine University college student Jumpstart Corps members who have surpassed the call of duty by superseding the 300-hour service commitment and/or demonstrating extraordinary leadership and unwavering professional integrity.

Six celebrity-designed, graphic T-shirts will also be unveiled at the event, with a portion of the proceeds being donated to Jumpstart. The graphic T-shirts were designed by Johnny Knoxville ("JACKASS"), Kirsten Dunst

(SPIDERMAN), Zach Braff ("SCRUBS"), Mila Kunis ("THAT 70'S SHOW"), Jamie Kennedy ("JKX: THE JAMIE KENNEDY EXPERIMENT"), and Elisha Cuthbert ("24") and will be sold in AE's flagships in Santa Monica, New York City, and San Francisco and on-line at ae.com beginning April 3rd.

"Giving back to local communities and supporting college student programs that advocate volunteerism are important initiatives for the AE Foundation," said Susan Miller. "We admire Jumpstart's dedication to improving preschool-age children's skill levels nationwide and for the unique way they teach compassion, tolerance and social responsibility to young people during their college years."

"Through this partnership, AE has not only demonstrated a deep commitment to education but also a commitment to inspiring young adults to participate in meaningful and high-impact community service," said Rob Waldron. "AE's investment will inspire thousands of college students to become great community leaders and will help bolster the educational foundation of the children they serve."

About American Eagle Outfitters

American Eagle Outfitters (Nasdaq:AEOS) is a leading lifestyle retailer that designs, markets and sells its own brand of relaxed, versatile clothing for 16- to 34-year-olds, providing high-quality merchandise at affordable prices. The AE lifestyle collection includes casual basics like khakis, cargos, and jeans, fashion tops like rugbys, polos, and graphic T's, and functional items like swimwear, outerwear, footwear, and accessories. AE's Canadian subsidiary, Thrifty's/Bluenotes, targets a slightly younger demographic, offering a more urban/suburban, denim-driven collection for 12- to 22-year-olds. American Eagle Outfitters currently operates 699 AE stores in 48 states and the District of Columbia, 57 AE stores in Canada, and 111 Thriftys/Bluenotes stores in Canada. AE also operates via its Internet business, ae.com.

About Jumpstart

Jumpstart is a national organization that engages young people in service to work toward the day every child in America enters school prepared to succeed. Jumpstart recruits, trains, and supports college students to work one-to-one with young children in Head Start and other early childhood education programs. Jumpstart focuses on building school success for young children by developing their early language, literacy, and social skills; encouraging strong family involvement to help families support children's learning; and training college students to be future teachers and leaders in early childhood education. Jumpstart's national sponsors are American Eagle Outfitters, AmeriCorps, Pearson, and Starbucks. Jumpstart has been featured by the New York Times, Boston Globe, USA Today, Worth and MTV. For more information, visit the Jumpstart Web site at **www.jstart.org**.

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