



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

American Eagle Outfitters to Provide Special Offers Through New Mobile Feature, Facebook(R) Deals

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Customers Can Now Check In at Any of the 1000+ American Eagle Outfitters, aerie or 77kids Stores Across the U.S. Using Their Smartphones

PITTSBURGH, Nov 03, 2010 (BUSINESS WIRE) --

American Eagle Outfitters, Inc. (NYSE: AEO) today announced that the company will participate in Facebook Deals, which provides customers with special offers when they check in to Facebook Places using their smartphones. Facebook Places gives American Eagle Outfitters, aerie and 77kids customers the power to easily share their location with friends on Facebook, find friends who are nearby, discover new places, and now, take advantage of special offers by checking in with Deals.

"American Eagle Outfitters customers are avid users of Facebook, and they virtually always have a smartphone in their hands," said Mike Dupuis, vice president of digital marketing, American Eagle Outfitters, Inc. "Facebook Deals enables American Eagle Outfitters to offer our customers even more value, as well as strengthen their connection with our brand in their preferred mode of communication."

Customers who check in at any American Eagle Outfitters, aerie or 77kids store will receive 20% off their entire purchase, simply by showing their phone to the AEO associate at the cash-and-wrap counter. Involvement in Facebook Deals is part of the American Eagle Outfitters comprehensive mobile strategy. As a portfolio of lifestyle brands targeting primarily 15- to 25-year olds, the company strives to engage customers where they are--at home, work, school, or at the mall.

About 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 935 stores in the U.S. and Canada and online at www.ae.com. aerie(R) by american eagle offers apparel and intimates collections for the AE(R) girl, with 147 standalone stores in the U.S. and Canada and online at www.aerie.com. The latest brand, 77kids(R) by american eagle(R), is available online at www.77kids.com, as well as at seven stores across the nation. The 77kids brand offers small sizes and great big style for kids 0-14. AE.COM(R), the online home of the brands of AEO, Inc. ships to 76 countries worldwide.

Facebook(R) is a registered trademark of Facebook Inc.

SOURCE: American Eagle Outfitters, Inc.

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