



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

American Eagle Outfitters Supports 9/11 Memorial with Donation Campaign for New York City Customers

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NEW YORK, Sep 08, 2011 (BUSINESS WIRE) --

The 9/11 Memorial and American Eagle Outfitters (NYSE: AEO) today announced a program allowing customers to donate to the 9/11 Memorial while shopping in AEO's four Manhattan locations. AEO will donate the entire \$15.50 purchase price of its commemorative 9/11 T-shirts to the 9/11 Memorial, beginning this Friday, Sept. 9, through the 10th anniversary on Sunday. Supplies are limited. Customers can also donate to the Memorial without making a purchase.

Additionally, the company is making a \$100,000 donation to the Memorial. AEO will also match all associate donations made to the organization.

"We are proud to partner with the 9/11 Memorial to honor the 10th anniversary of the attacks in New York City," said Marcie Eberhart, director of the AEO Foundation. "We wanted to do something special as a company, particularly for our New York City associates and customers."

The donations campaign will be featured on the 25-story LED screens outside AE's Times Square flagship store, and in window displays in the four Manhattan locations. The company will also promote the program to millions of customers through its social media channels. In addition to the campaign, AEO field associates across the country, and corporate associates in New York, Pittsburgh and Ottawa, KS are encouraged to participate in volunteer activities in their communities on Friday, September 9 as part of the National Day of Service and Remembrance.

American Eagle Outfitters stores in Manhattan:

Times Square:	1551-1555 Broadway, (212) 205-7260
Soho:	599 Broadway, (212) 219-4600
Union Square:	19 Union Square West, (212) 645-2086
Midtown:	40 West 34th Street, (212) 947-1677

For AEO customers outside of Manhattan who want to contribute, please visit www.911memorial.org.

About the National September 11 Memorial & Museum

The National September 11 Memorial & Museum is the not-for-profit corporation created to oversee the design, raise the funds, and program and operate the Memorial and Museum at the World Trade Center site. The Memorial and Museum will be located on eight of the 16 acres of the site. The Memorial will be dedicated on the 10th anniversary of the 9/11 attacks and will open to the public the following day. The Museum will open in 2012.

The Memorial will remember and honor the nearly 3,000 people who died in the horrific attacks of Sept. 11, 2001 and Feb. 26, 1993. The design, created by Michael Arad and Peter Walker, consists of two pools formed in the footprints of the original Twin Towers and a plaza of trees.

The Museum will display monumental artifacts linked to the events of 9/11, while presenting intimate stories of loss, compassion, reckoning and recovery that are central to telling the story of the 2001 attacks and the aftermath. It will communicate key messages that embrace both the specificity and the universal implications of the events of 9/11; document the impact of those events on individual lives, as well as on local, national, and international communities; and explore the continuing significance of these events for our global community.

When the Memorial opens, construction will continue on the other World Trade Center projects and free visitor passes will be temporarily required. To plan a visit to the Memorial or learn how to contribute, go to 911memorial.org.

Follow the Memorial & Museum on Twitter: [@sept11memorial](https://twitter.com/sept11memorial).

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 934 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 153 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 22 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.

SOURCE: American Eagle Outfitters, Inc.

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