



AMERICAN EAGLE
OUTFITTERS

NEWS RELEASE

American Eagle Outfitters and Rock the Vote Launch New Collection

9/8/2016

Actress Madison Pettis Will Be the Face of the New 2016 Election-Themed Collection

WASHINGTON--(BUSINESS WIRE)-- Starting today, American Eagle Outfitters customers will be able to showcase their enthusiasm and engagement in the 2016 election with a new collection produced in partnership with Rock the Vote, the largest nonpartisan, nonprofit organization in the country working to build the political strength of young people. The collection of men's and women's Rock the Vote t-shirts will be sold exclusively at American Eagle Outfitters stores nationwide and online at www.ae.com with 100% of sales going to Rock the Vote's efforts to register and turn out young voters. American Eagle Outfitters will also begin offering sales associates and customers the opportunity to register to vote through a custom Rock the Vote online voter registration tool.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160908005250/en/>

Actress Madison Pettis Will Be the Face of the New American Eagle Outfitters/Rock the Vote Collection (Photo: Business Wire)

Actress **Madison Pettis**, best known for her roles as Sophie Martinez on the comedy series Cory in the House and as Peyton Kelly in the 2007 film The

Game Plan, will serve as the face of the new American Eagle Outfitters/Rock the Vote collection. Pettis turned 18 and registered to vote on July 22, 2016, and she will cast her first ballot as a young voter this November.

"I'm proud to be a newly registered voter, so I'm excited for this opportunity to work with American Eagle Outfitters and Rock the Vote to motivate and inspire Millennials like me to get involved and make sure our voices are heard

this November,” said Madison Pettis. “This is such an important election with so much at stake—issues that affect our daily lives right now—and also our future. We can’t afford to sit this one out. If we all come together and use the power of our vote, we have the ability to determine our own futures.”

For 25 years, Rock the Vote has been at the forefront of helping to register and turn out young voters. Now the organization has launched a multimillion-dollar national campaign called Truth to Power to engage and mobilize Millennials across the country in the 2016 election. Working with nonprofit and corporate partners like American Eagle Outfitters, Rock the Vote aims to register two million new voters before Election Day on November 8th and to help drive Millennial turnout in key swing states.

“As the largest and most diverse generation in American history, Millennials have the opportunity to be a decisive voice in November, and we are so excited to team up with American Eagle Outfitters to help empower young voters across the country to speak truth to power and make our voices — and our votes — heard,” said Rock the Vote President Carolyn DeWitt.

American Eagle Outfitters recently launched its #WeAllCan fall campaign featuring a cast of diverse young talent with strong, affirmative voices and distinct, personal styles to celebrate young American Millennials and their need to express their individuality and be heard. The American Eagle Outfitters/Rock the Vote collection of men’s and women’s t-shirts will be part of this campaign and the brand’s larger fall 2016 line.

“A partnership with Rock the Vote is natural for American Eagle and our #WeAllCan campaign, underscoring our commitment to inspiring and empowering our customers,” said Chad Kessler, American Eagle Outfitters Global Brand President. “We are proud to have a role in helping the next generation of voters voice their opinions and shape our future.”

The collection will be available nationwide until October 13.

About Rock the Vote:

Rock the Vote is the largest nonpartisan, nonprofit organization in the country driving the youth vote to the polls. Since 1990, Rock the Vote has fused pop culture, music, art and technology to fulfill its mission of building long-term youth political power. During the past six Presidential elections, Rock the Vote ran the largest voter registration drives for young people and has partnered with more than 25,000 partners through its online, multi-lingual voter registration tool. Rock the Vote is dedicated to mobilizing the vote, protecting voting rights and advocating for an electoral process and voting system that works for the Millennial generation, America’s largest and most diverse population in history. To get Rock the Vote updates on upcoming events, election reminders and candidate, visit RocktheVote.com. Engage on social media, by following Rock the Vote on Facebook, Twitter and Instagram at

@rockthevote.

About American Eagle Outfitters, Inc:

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices under its American Eagle Outfitters® and Aerie® brands. The company operates more than 1,000 stores in the United States, Canada, Mexico, China, Hong Kong and the United Kingdom, and ships to 81 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at 101 international stores operated by licensees in 17 countries. For more information, please visit www.ae.com.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20160908005250/en/>

Source: American Eagle Outfitters, Inc.

Rock the Vote:

Silvie Snow-Thomas, rockthevote@ellecomm.com

or

American Eagle:

Helga Ying, YingH@ae.com