NEWS RELEASE

American Eagle Outfitters Highlights Five College Students for Community Service Work with Jumpstart

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BOSTON--(BUSINESS WIRE)--June 24, 2004--

American Eagle Outfitters Spirit of Service Award
Provides Scholarship and Recognition to Winners

American Eagle Outfitters (AE) is launching the national AE Spirit of Service Awards campaign, which commends five college students for demonstrating dedication and community commitment through Jumpstart, a national early literacy organization which AE has supported since 1997. Beginning today, the five finalists will be showcased in AE stores across the country and online at ae.com. They will also receive a $2,500 scholarship from AE.

The prestigious AE Spirit of Service Award was developed as part of AE's national sponsorship of Jumpstart to recognize the outstanding leadership demonstrated by college students serving as Jumpstart Corps members. Corps members commit up to 20 hours per week serving preschool children and building their communities. The five finalists belong to a Corps of 1,600 college students that provide services to children in 44 communities across the country.

The finalists for 2004 are:

-- Rafika Bohanan (Morgan State University in Baltimore, Md.)

-- Danielle Brown (Bridgewater State College in Bridgewater, Mass.)

-- Cynthia Cervantes (San Francisco State University)

-- Patrick Lister (University of Pittsburgh)

-- Kevin Roach (St. Louis University)

"Developing a program that recognizes the significant impact these college students have on young children has been extremely rewarding," stated Laura Weil, Chief Financial Officer and chairperson of the AE foundation board of directors. "By profiling their amazing stories at AE, it is our hope that young people across the country will be inspired to serve their communities and aspire to find a college experience that brings them joy along with personal and professional development."

Profiles of the five finalists and a description of the award can be found at www.ae.com, where AE customers are encouraged to vote for the Corps member story that most moves and inspires them. Voters will be entered to win an AE shopping spree valued at $500 and the profile that receives the most votes will receive a $2,000 donation to its local Jumpstart program.

On June 23, AE hosted an in-store event at its Newbury Street store in Boston, where each of the winners was flown in to receive their award in person. Rob Waldron, president and CEO of Jumpstart; Laura Weil, CFO of AE; and Jorge Ramon, fashion director of Teen People, joined in the celebration to honor these young individuals who are making a difference in their communities.

"Jumpstart Corps members commit time, energy, and passion to changing children's lives, and AE is raising awareness of the value of their work," said Rob Waldron of Jumpstart. "We hope AE's recognition will encourage many other young people to commit to their communities in the same way."

Ten percent of all purchases made during the event were donated to Jumpstart.

ABOUT THE 2004 AE SPIRIT OF SERVICE AWARDS SELECTION COMMITTEE

The Selection Committee for the 2004 AE Spirit of Service Awards reviewed Jumpstart Corps members' applications and letters of recommendations and assessed them on the following characteristics: demonstrated commitment to Jumpstart through duration or intensity of service; leadership; acting as a role model to peers; and generated impact on child, family, and community. Each Selection Committee member nominated five applicants and finalists were chosen by compiling those nominations. Selection Committee members for the 2004 AE Spirit of Service

Awards are Hannah Hardaway, Olympic skier; Jorge Ramon, fashion director for Teen People; Rob Waldron, CEO of Jumpstart; Orlando Watkins, executive director for Jumpstart; and Laura Weil, CFO of AE.

ABOUT JUMPSTART

Jumpstart is a national early literacy organization that works toward the day every child in America enters school prepared to succeed. Through one-to-one relationships between young children and adults, Jumpstart inspires children to learn, adults to teach, families to become involved in their child's education, and communities to progress together. Headquartered in Boston, Jumpstart currently engages 1,600 college students in service to 6,000 children and operates in 18 states, 44 communities, and 160 preschools. Jumpstart's national sponsors include American Eagle Outfitters, AmeriCorps, Learn and Serve America, Pearson, and Starbucks. Jumpstart is a recipient of the Fast Company/Monitor 2004 Social Capitalist Award and has been featured by the Boston Globe, New York Times, Newsweek, USA Today, Worth, and MTV. For more information, visit the Jumpstart Web site at www.jstart.org.

ABOUT AMERICAN EAGLE OUTFITTERS

American Eagle Outfitters (Nasdaq:AEOS), headquartered in Pennsylvania, is a leading lifestyle retailer that designs, markets, and sells its own brand of relaxed, casual clothing for 15 to 25 year-olds, providing high-quality merchandise at affordable prices. AE's collection includes modern basics like jeans, cargo pants and graphic Ts as well as a stylish assortment of cool accessories, outerwear and footwear. AE's Canadian subsidiary, Bluenotes/Thriftys, offers a more urban/suburban, denim-driven collection for 12- to 22-year-olds. American Eagle Outfitters currently operates 752 AE stores in 49 states, District of Columbia and Puerto Rico, 64 AE stores in Canada, and 107 Bluenotes/Thriftys stores in Canada. AE also operates via its Web business, ae.com, which offers additional sizes and styles of favorite AE merchandise.

Through its charitable AE Foundation, American Eagle Outfitters raises funds and enlists volunteers for projects that improve the quality of life where associates and customers live, work and play. Committed to giving back to our customers and communities who have contributed to our success, the AE Foundation funds teen and college student programs that contain one or more of the FREE values listed below:

- Foster civic engagement
- Render safe and nourishing places
- Embrace diversity

- Encourage youth/teen Development

American Eagle was Jumpstart's first corporate sponsor and has been supporting the organization since 1997.

MULTIMEDIA AVAILABLE: **http://www.businesswire.com/cgi-bin/mmg.cgi?eid=4667928**

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SOURCE: American Eagle Outfitters