AMERICAN EAGLE OUTFITTERS

NEWS RELEASE

Celebrities Design American Eagle Outfitters Graphic T-Shirts For Charity

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Young Hollywood Steps Up and Creates One-Of-A-Kind Designs to Benefit Children

American Eagle Outfitters (AE), one of the most successful lifestyle retailers nationwide, announced today that six young celebrities have designed T-shirts as an exclusive addition to their spring collection. A portion of the T-shirt proceeds will go to AE's charity, Jumpstart, a national nonprofit organization that pairs highly trained college students, serving as AmeriCorps members, with preschool children struggling in Head Start and other early learning programs for one-to-one attention in language and literacy, social, and initiative skills.
The graphic T-shirts, 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"), will go on sale the evening of AE's Santa Monica Flagship Store Opening Event on April 3rd and will be sold in AE's flagships in Santa Monica, New York City, San Francisco and on-line at ae.com beginning April 4th for two weeks.

"We are thrilled that these young actors took the time to collaborate with us on creating these special, one-of-a-kind T-shirts for our customers," said Michael James Leedy, executive vice president, chief marketing officer at American Eagle Outfitters. "They are not only a great addition to our spring collection but also provide an opportunity for AE customers to give back to their communities."

"It is a testament to AE's corporate philosophy that the Company continually seeks new ways to support Jumpstart beyond its established commitment," said Rob Waldron, president and chief executive officer of Jumpstart. "We are

honored to continue to call AE a national partner helping engage young people in service to work toward the day every child in America enters school prepared to succeed."

AE will also announce its $1 million dollar, four-year continued partnership with Jumpstart at the Santa Monica store opening event on April 3rd.

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 698 AE stores in 48 states and the District of Columbia, 56 AE stores in Canada, and 111 Thriftys/Bluenotes stores in Canada. AE also operates via its Internet business, ae.com.

SOURCE American Eagle Outfitters

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