



AMERICAN EAGLE
OUTFITTERS

NEWS RELEASE

MARTIN + OSA(TM) Launches E-Commerce Web Site

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Refined Casual(TM) Clothing and Accessories for Men and Woman Now Available to Customers Worldwide at www.MartinandOsa.com with Free Shipping and Returns

NEW YORK--(BUSINESS WIRE)--April 3, 2008--American Eagle Outfitters, Inc. (NYSE:AEO) today announced the launch of the e-commerce Web site for MARTIN + OSA, its brand targeting 28- to 40-year-old women and men.

MARTIN + OSA was created to fill an unmet need in the marketplace, offering a Refined Casual way of dressing that focuses on style, fit and fabric. Key categories include sweaters, denim and jackets. The designs incorporate the highest quality fabrics and materials, including cashmere, Merino wool and premium cottons.

In addition to free shipping and returns, MartinandOsa.com features easy-to-use navigation and unique shopping tools that enable customers to assemble outfits themselves or shop for outfits selected by M+O(TM) professional stylists.

"We're excited to introduce Martin + Osa as a global brand through our e-commerce Web site," said Laura Dubin-Wander, president, MARTIN + OSA. "Free shipping and returns, along with the unique shopping tools, give customers a world-class online shopping experience that's both frictionless and fun."

- Shop by Outfit: Full-motion video of models wearing outfits created by M+O stylists, enabling customers to see the product on real people who are walking, turning and standing, showing a life-like view of the product's attributes. Customers can click directly on the image to select individual items or the entire outfit to buy.
- Layer Your Own Look(TM): This tool enables customers to assemble outfits on a three-dimensional form. Looks can be saved for a future visit or added to the shopping bag for checkout.

The MARTIN + OSA Refined Casual style is designed to be relaxed, comfortable and effortlessly put together--from day to night, casual work to weekend. To complement the Refined Casual perspective, M+O(TM) offers a select assortment of timeless third-party brands: Ray-Ban sunglasses, Clarks desert boots, Tretorn sneakers, Malia Mills swimwear and Havaianas sandals, also available for purchase on MartinandOsa.com.

MARTIN + OSA operates 20 stores in premium malls and lifestyle shopping centers throughout the country. Thirteen additional store openings are slated for 2008. Each location combines award-winning store design and unparalleled customer service.

American Eagle Outfitters designs, markets and sells its own brand of laidback, current clothing targeting 15 to 25 year-olds, providing high-quality merchandise at affordable prices. The original collection includes standards like jeans and graphic Ts as well as essentials like accessories, outerwear, footwear, basics and swimwear. American Eagle currently operates 857 stores in 50 states, the District of Columbia and Puerto Rico, and 75 AE stores in Canada. American Eagle also operates ae.com(R), which offers additional sizes and styles of favorite AE(R) merchandise and ships to more than forty countries around the world. The American Eagle(R) brand also includes a Dormwear(R) collection, [aerie](http://aerie.com)(TM), which is available in 39 standalone stores, American Eagle stores and at aerie.com. The collection includes bras, undies, camis, hoodies, robes, boxers, sweats, leggings fitness apparel and personal care for the AE girl. Designed to be sweetly sexy, comfortable and cozy, the aerie brand offers AE customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom. 77E, a new multi-channel entertainment platform, features original and user-generated content on ae.com, in AE stores, on television, and on Web sites such as Youtube, MySpace and Facebook. For more information, visit www.ae.com.

MARTIN + OSA(TM), a concept targeting 28 to 40 year-old women and men, offers refined casual clothing and accessories, designed to be valuable, irresistible, inspiring, authentic and adventurous. MARTIN + OSA currently operates 20 stores. For additional information and updates, visit www.martinandosa.com.

The company plans to launch a children's apparel brand, 77kids by american eagle(TM), offering on-trend, high-quality clothing and accessories for kids age two to 10. 77kids will debut online at www.77kids.com during Fiscal 2008, with brick-and-mortar stores in the U.S. planned for 2010.

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