



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

American Eagle Outfitters Expands Internationally

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Opens First Stores Outside North America in the Middle East

PITTSBURGH, Mar 11, 2010 (BUSINESS WIRE) -- American Eagle Outfitters, Inc. (NYSE: AEO) today announced the opening of its first stores outside of North America. This month, flagship American Eagle Outfitters stores will open in Dubai and Kuwait City. This Middle East launch comes in cooperation with M.H. Alshaya Co., the leading retailer in the region, which last year signed a franchise agreement to open a series of American Eagle Outfitters stores in international markets over the next several years.

A new 9,400 square-foot American Eagle Outfitters store will open in Dubai on March 16 at a premier new location at Mirdiff City Centre. An 8,500 square-foot store will open in Kuwait City on March 25 at the Avenues Mall. Both stores will feature the casual lifestyle of the brand and provide the same high-quality, on-trend clothing and accessories at affordable prices featured at American Eagle Outfitters stores throughout North America. Also available at the new stores will be the latest collection of aerie, the comfortable loungewear and intimates brand by AEO.

"We are very excited to expand the international presence of the American Eagle Outfitters brand," said Jim O'Donnell, chief executive officer, American Eagle Outfitters, Inc. "There is a significant appetite for the AEO brand internationally, and we are excited to bring our high-quality, affordable fashion to customers in the Middle East. We are confident that our franchise partner, M.H. Alshaya, will bring the authentic AEO brand experience to life given their track record of presenting the world's most prominent brands in international markets."

"We are very proud to introduce American Eagle Outfitters to the Middle Eastern market," stated Mohammed Alshaya, Executive Chairman of M.H. Alshaya Co. "As a company dedicated to our customers' needs we are always

determined to bring in fresh and strong brands and therefore contribute to creating a most fashionable, cosmopolitan environment in the region."

American Eagle Outfitters operates 938 stores throughout the United States and Canada, and through its e-commerce business, ships merchandise to 75 countries worldwide.

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 938 stores in the U.S. and Canada and online at www.ae.com. aerie(R) by american eagle offers Dormwear(R) and intimates collections for the AE(R) girl, with over 110 standalone stores in the U.S. and Canada and online at www.aerie.com. MARTIN + OSA(R) provides Refined Casual(TM) fashions for 28 to 40 year old men and women at its 28 stores and online at www.martinandosa.com. The latest brand, 77kids(R) by american eagle(R), is available online only at www.77kids.com, offering "kid cool," durable clothing and accessories for kids ages two to 10. **AE.COM**(R), the online home of the brands of AEO, Inc. ships to 75 countries worldwide.

About M.H. Alshaya Co.

M.H. Alshaya Co. is a leading international franchise operator for over 50 of the world's most recognized retail brands, including Express, Starbucks, H&M, The Body Shop, Foot Locker, Mothercare, Debenhams, River Island and Boots. The company operates over 1,700 stores across six divisions: Fashion & Footwear, Health & Beauty, Food, Casual Dining, Optics and Pharmaceuticals.

M.H. Alshaya Co. stores can currently be found in 16 markets across the Middle East, North Africa, Turkey, Cyprus, Russia, Poland and Egypt. More recently, the company launched operations in Slovakia, Czech Republic and Hungary. It employs more than 15,000 people from over 35 nationalities.

Learn more about the company at www.alshaya.com

SOURCE: American Eagle Outfitters, Inc.

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