NEWS RELEASE

American Eagle Outfitters to Give Free Graphic T-Shirt to Each Customer Who Tries on a Pair of AE Jeans

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All New Back-to-School Denim Collection Features New Fits, Washes and Fashion Details for Girls and Guys

PITTSBURGH--(BUSINESS WIRE)--Aug. 1, 2008--American Eagle Outfitters, Inc. (NYSE: AEO) today announced that all customers who try on a pair of AE jeans in the store will receive a free graphic t-shirt, beginning today, while supplies last. AE created this exciting event to reward all AE customers while building awareness for its all-new back-to-school denim collection.

This season, the AE denim collection has a strong representation of fashion newness, including new fits, updated washes, such as dark and destroyed, as well as back pocket and other fashion details.

The free t-shirt features AE's summer music festival, the New American Music Union, with a cool black-and-white emblem design, concert dates and headlining bands. It is offered in girl's sizes XS through XL and guy's XS through XXL, and would otherwise retail for $15.50. Select performances and other exclusive content from the New American Music Union festival will be available free-of-charge on www.ae.com to fans around the world beginning August 12.

"We're excited to celebrate the new denim assortment while commemorating AE's first-ever music festival," said Kathy Savitt, executive vice president and chief marketing officer, American Eagle Outfitters, Inc. "Our sexy concert t-shirt paired with the newest AE jeans is the must-have look for the season."

AE Denim Collection for Girls:

- AE REAL FLARE - This day and night, low-rise jean is fitted through the hips with a sexy flare leg. This style comes in a variety of washes from super light to authentic dark.

- AE TRUE BOOT - AE's 24-hour denim. This regular rise jean is tailored through the hips with a straight boot leg. This style is available in destroyed super bleach, soft resin, and vintage teal washes.

- AE FAVORITE BOYFRIEND - This everyday flirty, fun jean sits low and easy through the hips with a looser leg. The silhouette is feminine but gives a more relaxed feel. This jean offers destroyed options as well as a variety of washes from super light to vintage indigo.

- AE SKINNY 77 - This sexy silhouette is very tapered and hugs the leg creating a lengthy look.

- AE 77 STRAIGHT - The straight fit is similar to the skinny, offering the same silhouette in the waist and hips, but is not as tapered giving more room from knee to ankle.

- AE FIRST EDITION WIDE LEG - There are three new wide leg styles, trouser, super wide and sailor. These new wide legs feature back tab button-close pockets and lightweight cotton denim.

- ORIGINAL 77- Exclusive to ae.com. This jean offers a higher rise and a comfortable flare leg.

AE Denim Collection For Guys:

- AE BOOTCUT - This is a classic, everyday fit. It is comfortable and easy to wear with a relaxed boot leg. This silhouette is available in destroyed styles as well as a variety of washes from light sandy to dark brushed.

- AE LOW RISE BOOT - This jean is fitted through the hips and sits extra low on the waist with a fitted boot leg. This silhouette is offered in destroyed and tinted repair styles as well as a variety of washes from pacific bleach to dark brushed.

- AE LOW LOOSE - This style is relaxed through the hips and sits low on the waist with a loose leg. It is offered in a range of washes from vintage bleach to dark stone.

- AE STRAIGHT - This jean is tried and true. It is fitted through the hips, sits low on the waist and has a straight leg. It is available in a variety of washes from light vintage repair to deep indigo to black worn.

About American Eagle Outfitters, Inc.

American Eagle Outfitters, through its subsidiaries ("AEO"), 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. AEO currently operates 871 stores in 50 states, the District of Columbia and Puerto Rico, and 76 AE stores in Canada. AEO also operates ae.com(R), which offers additional sizes and styles of favorite AE(R) merchandise and ships to more than sixty countries around the world. The American Eagle(R) brand also includes a Dormwear(R) collection, aerie(TM), which is available in 80 standalone stores, AEO stores and at aerie.com. The collection includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AEO girl. Designed to be sweetly sexy, comfortable and cozy, the aerie brand offers AEO customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom.

MARTIN + OSA(R), a concept targeting 28 to 40 year-old women and men, offers Refined Casual(TM) clothing and accessories, designed to be valuable, irresistible, inspiring, authentic and adventurous. AEO currently operates 22 MARTIN + OSA stores. For additional information and updates, visit **www.martinandosa.com**.

AEO 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. The 77kids(TM) line 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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