



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

American Eagle Outfitters Joins Declare Yourself as Exclusive Apparel Retail Partner

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Leading Teen Retailer's In-store and Online Marketing Campaign to

Reach Millions of Young Customers Across the Country

PITTSBURGH--(BUSINESS WIRE)--April 9, 2008--American Eagle Outfitters (NYSE: AEO) today announced its partnership with Declare Yourself, the non-partisan, non-profit youth voting initiative. As the exclusive apparel retail partner, American Eagle has created a spring and summer awareness campaign that includes a significant in-store and online presence, direct mail and targeted e-mails designed to reach millions of customers in their teens and twenties.

A focal point of the AE campaign will be an iconic VOTE T-shirt that will be sold on ae.com(R) and in hundreds of AE(R) stores across the country beginning May 23 through June 24. For each T-shirt purchased, American Eagle Outfitters will donate \$5 to Declare Yourself to support the organization's year-round voter outreach initiatives.

"The 2008 presidential election is important for AE customers," said Kathy Savitt, executive vice president and chief marketing officer, American Eagle Outfitters, Inc. "For many, it's their first opportunity to influence who leads their country, and we are honored to play a role in inspiring these customers to register and vote."

Beginning today, customers can visit 77E(TM), AE's online entertainment channel on ae.com, to register to vote, reserve their VOTE T-shirt, and view exclusive celebrity video content with some of Hollywood's brightest young stars. The full campaign will kick off on May 23 online and in-stores.

"We are pleased to have such a strong election year partnership with American Eagle Outfitters," said Norman Lear, founder of Declare Yourself. "AE's influence with young people is unparalleled. We look forward to using that powerful influence to get record numbers of young people into the voting booth this year."

In addition to the core campaign, American Eagle has partnered with Seventeen magazine to create a custom version of the VOTE T-shirt, which is featured in a four-page spread in the May issue of the magazine (on newsstands April 8). Lauren Conrad, Audrina Patridge and Whitney Port from MTV's "The Hills" are photographed wearing these limited-edition pink-and-white women's tees, which are available to customers online only at www.ae.com/declareyourself. Customers can also view exclusive, behind-the-scenes footage from the Seventeen photo shoot, in which the girls talk about the importance of voting.

For more information, visit www.ae.com/declareyourself.

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 858 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(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.

Declare Yourself

Founded by Norman Lear, Declare Yourself features a powerful, multi-tiered platform aimed at engaging Americans 18-29 to vote, including media partnerships, celebrity spokespeople, the sports arena, and most importantly mobile and Internet technology. Declare Yourself's campaign blankets the landscape of popular culture, as well as universities and high schools, with a simple, clear message: REGISTER AND VOTE!

In addition to its partnership with American Eagle Outfitters, Declare Yourself is enlisting an unprecedented array of partners for the 2008 election, including Cricket Wireless, MySpace, Yahoo!, Google, Clear Channel, Comedy Central, Spike TV, Harper Collins, Starbucks and Voto Latino. Easy registration is available through www.DeclareYourself.com or by texting VOTE to 55355 on your mobile phone.

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