



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

American Eagle Outfitters Opens High Street Location in Philippines

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First Store Opens March 1; Additional Stores to Open Throughout the Year With Franchise Partner Suyen Corporation

PITTSBURGH--(BUSINESS WIRE)--Mar. 1, 2013-- American Eagle Outfitters, Inc. (NYSE:AEO) today announced that its first store in the Philippines opened to the public on Friday, March 1, at Bonifacio High Street in Taguig City, Manila. Additional stores are planned in 2013 throughout the country. The franchise stores will be operated by the Suyen Corporation, a leading retailer and franchise partner throughout the region.

AEO has been rapidly expanding its international presence for the past four years, now with 45 franchise operated stores in 11 countries. Today, there are American Eagle Outfitters stores open in Russia, Poland, China, Hong Kong, various cities throughout the Middle East, Mexico, Israel, and two flagship locations in Japan.

"We are extremely pleased with the initial customer reaction to our first store in the Philippines at The Fort Bonifacio," said Simon Nankervis, VP Global Licensing & New Business Development. "Suyen's market launch of the brand was world class and completely aligned with both our customer and brand philosophy of LIVE YOUR LIFE®."

Even before American Eagle Outfitters began opening stores abroad, customers around the world were fans of the brand. The company's e-commerce site shipped internationally beginning in 2004, and today ships to over 85 countries, with Mexico being the latest to join. All American Eagle Outfitters international stores offer a similar product assortment as those in the U.S., which is well known for being high-quality, on-trend fashion at affordable prices. Most stores also feature the company's Aerie brand, a confident, sexy intimates and apparel line for young

women in their twenties.

About American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices under its American Eagle Outfitters® and Aerie® brands. The company operates more than 1,000 stores in North America, and ships to 81 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at approximately 54 international franchise stores in 14 countries. For more information, please visit www.ae.com.

Source: American Eagle Outfitters, Inc.

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