



**AMERICAN EAGLE  
OUTFITTERS**

NEWS RELEASE

## American Eagle Outfitters Brings Back Best-Selling Jean of All Time -- the AE Artist

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**Beginning Today, Customers Who Purchase ANY Pair of AE Jeans Receive a Free Graphic T-shirt, While Supplies Last**

PITTSBURGH, Jul 22, 2009 (BUSINESS WIRE) -- American Eagle Outfitters, Inc. (NYSE: AEO) today announced that it has brought back its best-selling jean of all time, the AE Artist(R). To celebrate the return of the AE Artist jean, as well as its entire back-to-school denim collection, AE is offering a free graphic t-shirt to every customer who purchases a pair of jeans, beginning today. The free graphic t-shirt is offered in girl's sizes XS through XL and guy's XS through XXL, and would otherwise retail for \$19.50.

The original AE Artist women's jean was offered from back-to-school 2006 to summer of 2008, and was the best-selling jean in AE's history. Due to customer demand and an inspired design team, the AE Artist jean has been reintroduced with some subtle but important updates. Like the original design, the new jean has a skinny flare leg style. The modernized design is all about a flattering fit, especially the backside.

"When women try on jeans, they want to feel cool, confident and sexy, and they always check out the view from behind," said LeAnn Nealz, chief design officer, American Eagle Outfitters, Inc. "The AE Artist jean does not disappoint; countless hours in the design studio have perfected the fit so it flatters in all the right places."

The new fit has an improved back seat lift with changes in the pocket size and positioning to the yoke of the jean, creating the look of a perky backside. The new double-button waistband conforms to the body. The jean also has a slightly slimmer knee and slight larger lower leg opening, giving a sexier leg shape and an overall longer, leaner

appearance to the wearer.

The AE Artist jean is offered in six washes, ranging from light to dark, with varying degrees of destruction. One wash is offered at \$29.50, and three washes are \$39.50. Two washes with destroyed details are priced at \$49.50. Five of the washes include stretch and one is rigid.

American Eagle is planning a multi-city outdoor advertising campaign focused on the AE Artist jean, featuring up-and-coming model Madisyn Ritland. The campaign will also include mall advertising in key markets.

In addition to the Artist, AE's back-to-school denim collection includes complete range of fits and washes. Girl's fits include True Boot, Favorite Boyfriend, Straight, Skinny, Super Skinny, Skinny Crop and Boy Fit. Guy's fits include Bootcut, Low Rise Boot, Low Loose, Straight and Slim Straight.

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 953 stores in the U.S. and Canada and online at [www.ae.com](http://www.ae.com). aerie(R) by american eagle offers Dormwear(R) and intimates collections for the AE(R) girl, with 131 standalone stores in the U.S. and Canada and online at [www.aerie.com](http://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](http://www.martinandosa.com). The latest brand, 77kids(TM) by american eagle(TM), is available online only at [www.77kids.com](http://www.77kids.com). 77kids offers "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 more than 60 countries worldwide.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6012082&lang=en>

SOURCE: American Eagle Outfitters, Inc.

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