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NEWS RELEASE

American Eagle Outfitters Encourages Self Expression With New #WeAllCan Campaign And Video Series For Spring 2017

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New Cast of Young Talent Inspires Others to Proclaim, "You Can Too," Unveils CANdid Content Series

NEW YORK, Jan. 18, 2017 /PRNewswire/ -- **American Eagle Outfitters** announced today that its latest installment of the acclaimed **#WeAllCan** campaign will feature a new cast of Millennials and Gen Zers sharing their personal messages of empowerment through imagery and video. Two seasons strong, **#WeAllCan** continues to give Young America a platform to express themselves, share with the world what they "can do," and inspire with "You Can Too" through a powerful new video content series that encourages engagement and storytelling. The Spring campaign marks the most diverse cast to date, incorporating a mix of recognized and emerging talent, spanning the worlds of entertainment, technology, action sports and photography, including: **Cameron Dallas, Jacob Whitesides, Justice Smith, Alexandra Shipp, Zella Day, Staz Lindes, Callie Reiff, Kai Morton, Fernanda Ly, Ben Nordberg, and Tyler Mitchell.**

CANdid, a content series of emerging influencers and Young America sharing their uniqueness and personal stories, kicks off with the campaign video followed by a deeper look into emerging campaign talent's lives, such as programmer, **Kai Morton**, blogger and DJ, **Callie Reiff**, photographer and videographer, **Tyler Mitchell** and skateboarder, **Ben Nordberg**. They created short films about their individual paths and speak directly to viewers, personally inviting them to join the campaign and feel empowered to tell their own story. **CANdid** will live on ae.com and encourages submissions from customers who will have the chance to be featured on the site.

"We are proud of how **#WeAllCan** has influenced Young America and the range of talent in our Spring campaign

further establishes American Eagle Outfitters' dedication to celebrating individualism and self expression," comments **Chad Kessler, American Eagle Outfitters Global Brand President**. "The addition of the CANdid series allows us to give our customers a deeper connection to the campaign as well as a larger platform to share their creativity and personal achievements with others."

The campaign talent brings the Spring '17 collection to life, featuring **rocker tees, shoulder-baring tops** and **matching sets** for women, while the men's line showcases **retro varsity jackets, novelty button downs, street wear** and **active wear**. Both collections are rooted around denim for every occasion, including embellished, vintage and 90's-inspired styles.

Customers will have the chance to catch campaign talent in CANdid moments at select stores this Spring. Visit **www.ae.com** to view the entire American Eagle Outfitters Spring 2017 Collection and learn more about the #WeAllCan campaign, including instructions on how to submit your CANdids.

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 the United States, Canada, Mexico, China, Hong Kong and the United Kingdom, and ships to 81 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at more than 160 international locations operated by licensees. For more information, please visit **www.ae.com**.

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