



AMERICAN EAGLE
OUTFITTERS

NEWS RELEASE

American Eagle Outfitters Features Real People In Spring 2013 "Project Live Your Life" Campaign

2/28/2013

The "Project Live Your Life" Spring Campaign Includes Twelve Men and Women From Music, Sports, The Arts and Beauty

Contest for Customers to Appear in Fall Campaign Opens on February 28, 2013

NEW YORK, Feb. 28, 2013 /PRNewswire/ -- American Eagle Outfitters, Inc. (NYSE: AEO) announces today its Spring 2013 "Project Live Your Life" campaign, featuring twelve inspiring real people from across the United States. Each winner, hand-picked by their peers, shows off their favorite pieces from the Spring 2013 collection. "Live Your Life" debuted with the Fall 2012 campaign and continues to embody the celebration of individual style and self-expression. The campaign was shot in Los Angeles by renowned photographer RJ Shaughnessy.

(Photo: <http://photos.prnewswire.com/prnh/20130228/NY68282-a>)

(Photo: <http://photos.prnewswire.com/prnh/20130228/NY68282-b>)

"'Project Live Your Life' is about showcasing our customers' individual, optimistic, American style," said Michael Leedy , chief marketing officer, American Eagle Outfitters, Inc. "Each cast has contributed something new and compelling; we are thrilled to kick off the next contest and excited to see the new edition of 'Project Live Your Life.'"

Beginning February 28, 2013 customers can enter to win the opportunity to be featured in the Fall campaign by submitting photos, answering personal style questions and showing us how they live their life through photography, music, writing, styling and a variety of other talents, all online at www.ae.com/liveyourlife. Each

entrant will then share their submission with their social network to garner votes, and the top 200 people with the highest votes in each category will become eligible to be selected as a finalist. American Eagle Outfitters will select finalists weekly for four weeks, and on the fifth week the winners will be determined by a public vote starting on March 28, 2013. Six women and six men will win a chance to be included in a future campaign, as well as a cash prize.

The American Eagle Outfitters Project Live Your Life™ Spring 2013 campaign cast includes:

- Adam – Musician, Melrose, MN – www.ae.com/blog/meet-the-cast-adam/
- Emily Beth – Singer, Pine, CO – www.ae.com/blog/meet-the-cast-emily-beth/
- George – Rugby Player, East Palo Alto, CA – www.ae.com/blog/meet-the-cast-george/
- Jason – Origami Artist, Oklahoma City, OK – www.ae.com/blog/meet-the-cast-jason/
- Jarett – Surfer, Photographer, Motocross Racer, Tillamook, OR – www.ae.com/blog/meet-the-cast-jarett/
- Lindsey – Make-up Artist, Pittsburgh, PA – www.ae.com/blog/meet-the-cast-lindsey/
- Malia – Surfer, Haleiwa, HI – www.ae.com/blog/meet-the-cast-malia/
- Marisa – Ballet Dancer, Buffalo, NY – www.ae.com/blog/meet-the-cast-marisa/
- Megan – Photographer, Prineville, OR – www.ae.com/blog/meet-the-cast-megan/
- Paul – Golfer, Pleasanton, CA – www.ae.com/blog/meet-the-cast-paul/
- Ronnie – Student Athlete, Atlanta, GA – www.ae.com/blog/meet-the-cast-ronnie/
- Tonikali – Artist, Belvidere, IL – www.ae.com/blog/meet-the-cast-tonikali/

For more information, please visit www.ae.com/liveyourlife. To view the campaign members, please visit <http://www.ae.com/blog/ae-tags/meet-the-cast/>.

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 77 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at approximately 50 international franchise stores in 13 countries. For more information, please visit www.ae.com.

SOURCE American Eagle Outfitters, Inc.

Laurie Bibbo Zuckerman, American Eagle Outfitters, Inc., +1-212-465-4095, BibboL@ae.com; Liza Bychkov, SHADOW PR, +1-212-972-0277, Liza@shadowpr.com