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NEWS RELEASE

American Eagle Unveils First Ever Denim Runway Across America Project "Rock Your Walk"

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AEO's Real People "Project Live Your Life" Fall 2013 Campaign Invites Fans to Star in Denim Runway Video from New York to Los Angeles

Video Submissions Open on July 31, 2013

NEW YORK, July 31, 2013 /PRNewswire/ -- American Eagle Outfitters, Inc. (NYSE: AEO) launches today its Fall 2013 "Project Live Your Life" campaign with the debut of "Rock Your Walk," a seamless series of videos celebrating real people's individual style in the latest collection of American Eagle jeans. Fans are invited to create history this fall as they help American Eagle Outfitters achieve the longest-ever denim runway, from New York, NY to Los Angeles, CA, by submitting their own "Rock Your Walk" videos.

(Photo: <http://photos.prnewswire.com/prnh/20130731/NY55968>)

To celebrate the launch, the brand unveiled the debut "Rock Your Walk" video at their Times Square store last night, July 30th, featuring runway cameos by fashion influencers including actresses Jamie Chung , Jessica Szohr and Shenae Grimes , style bloggers Bryan Yambao (Bryanboy), Christina Caradona (Trop Rouge) and Natalie Suarez (Natalie Off Duty), TV host and fashion journalist Louise Roe , celebrity stylists Johnny Wujek and Dani Stahl and trendsetters and DJs Hannah Bronfman and Brendan Fallis , among others. To view the video online, visit www.ae.com/RockYourWalk.

The "Rock Your Walk" initiative is a progression of the brand's ongoing "Live Your Life" campaign that first debuted

in Fall 2012 and has since evolved into video format.

In partnership with the music discovery application Shazam, as an added layer to the multimedia experience, the national "Rock Your Walk" commercial spot will feature an exclusive remix of Bruno Mars' hit song "Treasure." The original version of the song will be available for free download when viewers use Shazam during the commercial airing from August 9th through August 25th.

"'Rock Your Walk' is a way for our fans to leave their digital footprint behind and be a part of our on-going 'Live Your Life' campaign. We're constantly inspired by our customers," said Michael Leedy, Chief Marketing Officer, American Eagle Outfitters, Inc. "Our 'Live Your Life' campaign has been a huge success because it resonates with our customers desire to tell their story and express their optimistic, individual style."

Beginning July 31st, individuals can upload their own "Rock Your Walk" videos online at www.ae.com/RockYourWalk from their computer or mobile devices via Instagram or Vine. Participants' videos will be added to the ongoing runway video as it travels across the country, and the best of the best of the videos submitted will earn the opportunity to be featured on American Eagle's 15,000 square-foot LED billboard screens right in the heart of New York City's iconic Times Square. To accompany their videos on-screen, participants will provide a creative name for their walk, their location and what American Eagle jeans they're rocking. Participants will also receive \$10 off a purchase of \$40 or more once their video is uploaded.

For more information, please visit www.ae.com/RockYourWalk.

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 57 international franchise stores in 12 countries. For more information, please visit www.ae.com.

SOURCE American Eagle Outfitters, Inc.

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