



AMERICAN EAGLE
OUTFITTERS

NEWS RELEASE

aerie by American Eagle Customer Loyalty Program Surpasses One-Million Members in Just over One Year

10/13/2009

The aerie a-list Offers Members Special Prices, Free Gifts and Invitations to Special Events

PITTSBURGH--(BUSINESS WIRE)--Oct. 13, 2009-- aerie by American Eagle, the intimates and Dormwear® line from American Eagle Outfitters, Inc. (NYSE:AEO), today announced that its a-list program has surpassed its one-millionth member in just over one year. American Eagle Outfitters has had proven success with loyalty programs. The company's popular AE All Access Pass® program for AE customers, which launched in 1995, has more than 17 million members.

Since its launch in July of 2008, the aerie a-list™ program has steadily increased its customer following by offering free gifts and special pricing offers every Thursday. Examples of free gifts include jewelry, aerie lip gloss and journals, to name a few. a-list promotions range from \$5 flip flops with any \$30 purchase, to 20% off an entire purchase just for being a member. a-list members also receive invitations to special events such as bra fitting parties and holiday celebrations. aerie standalone stores consistently experience higher traffic and sales on a-list Thursdays.

"aerie customers have a strong emotional connection to the brand, and the a-list program helps strengthen that bond," said Christiane Pendarvis , chief merchandising officer for aerie. "We look forward to continuing to evolve the program, and to offer new and exciting things to benefit our aerie a-list members."

aerie® by American Eagle is a collection of Dormwear®, intimates, and personal care products for 15- to 25-year-

old girls. The collection is available in standalone aerie stores throughout the country, online at www.aerie.com, and at select American Eagle Outfitters stores. aerie features a complete fitness line called aerie f.i.t.TM, as well as a personal care collection that includes fragrance, body care and cosmetics to complement the aerie lifestyle, which is focused on a college-aged customer. Designed to be sexy, comfortable and cozy, aerie offers customers a new way to express their personal style everyday.

About American Eagle Outfitters Inc.

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® 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. aerie® by american eagle offers Dormwear® and intimates collections for the AE® girl, with 133 standalone stores in the U.S. and Canada and online at www.aerie.com. MARTIN + OSA® provides clothing and accessories for 28 to 40 year old men and women at its 28 stores and online at www.martinandosa.com. The latest brand, 77kids™ by american eagle™, is available online only at www.77kids.com. 77kids offers "kid cool," durable clothing and accessories for kids ages two to 10. AE.COM®, the online home of the brands of AEO, Inc. ships to more than 60 countries worldwide.

Source: American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc.

Jani Strand, 412-432-3359