



NEWS RELEASE

American Eagle Outfitters and The CW Television Network Announce Groundbreaking Partnership for Tuesday Nights

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'aerie Tuesdays on The CW' to Feature Real-life aerie Customers in Unscripted Chat Sessions Appearing During Gilmore Girls and Veronica Mars

NEW YORK, Sept. 14 /PRNewswire-FirstCall/ -- American Eagle Outfitters (Nasdaq: AEOS) and The CW Television Network today announced that aerie by American Eagle will break into Tuesday night primetime on The CW during Gilmore Girls and Veronica Mars. aerie by American Eagle is a new line of intimates and dormwear designed for girls 15 to 25 years of age.

In the first partnership of its kind, American Eagle Outfitters will produce a series of 30-second interstitial episodes in which six real-life aerie customers take inspiration from the shows' themes, and discuss how they relate to and impact their own lives. Additionally, the segments will chronicle the actual experiences, dreams and emotions of these six girls throughout the season. The aerie girls will also discuss Veronica Mars and Gilmore Girls plot lines and character development each week. Customers will be able to visit <http://www.aerie.com> for "aerie Tuesdays on The CW" exclusive content and activities, including weekly trivia contests in which winners receive AE shopping sprees, or even the chance to make a cameo appearance on one of the shows.

"American Eagle selected Gilmore Girls and Veronica Mars because we believe they are among the most intriguing, well-written shows on television, as well as being provocative and inspirational for aerie girls everywhere," said Kathy Savitt, chief marketing officer of American Eagle Outfitters. "We're delighted to partner with The CW to develop this fresh and innovative way to introduce the aerie brand to Veronica Mars and Gilmore Girls fans."

"aerie Tuesdays on The CW" will air between 8 and 10 p.m. beginning on Tuesday October 3rd and continuing through Tuesday December 5th. Concurrently, Gilmore Girls and Veronica Mars will be promoted in 818 American Eagle stores across the country with in-store signage and exclusive footage from the two shows appearing on in-store video screens. Cast members of Veronica Mars and Gilmore Girls will make surprise visits to AE stores to conduct impromptu autograph signing sessions. The shows will also be featured in AE and aerie shopping bag stuffers and customer e-mail campaigns.

"aerie Tuesdays on The CW is a TV first," said Rick Haskins, executive vice president, marketing and brand strategy, The CW. "This landmark partnership will introduce the CW's new Tuesday-night line-up to millions of new viewers, as well as strengthen the connection with existing viewers in a highly targeted way."

About The CW

The CW, America's new fifth broadcast network, launches in the fall of 2006 with a six-night, 13-hour primetime lineup, including Monday through Friday nights from 8:00-10:00 PM (ET/PT) and Sundays from 7:00-10:00 PM (ET/PT). As the only network now targeting young adults 18-34, The CW's schedule is populated with high-quality, proven hit series, including "America's Next Top Model," "Everybody Hates Chris," "Gilmore Girls," "Girlfriends," "7th Heaven," "Smallville," "Supernatural" and "Veronica Mars," to name a few.

About American Eagle Outfitters

American Eagle Outfitters (Nasdaq: AEOS) is a leading retailer that designs, markets and sells its own brand of laidback, current clothing targeting 15- to 25-year-olds, providing high-quality merchandise at affordable prices. AE's original collection includes standards like jeans and graphic Ts as well as essentials like accessories, outerwear, footwear, basics and swimwear. American Eagle Outfitters currently operates 818 stores in 50 states, the District of Columbia and Puerto Rico, and 72 AE stores in Canada. AE also operates ae.com, which offers additional sizes and styles of favorite AE merchandise and ships around the world. In September of this year, the company launched a new collection of dormwear and intimates. "aerie by American Eagle" is now available in American Eagle stores across the country and on <http://www.aerie.com>. It includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AE girl. Designed to be sweetly sexy, comfortable and cozy, aerie offers AE customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom. The company has also introduced MARTIN + OSA, a new sportswear concept targeting 25 to 40 year- old women and men. For additional information and updates, visit <http://www.martinandosa.com>.

SOURCE American Eagle Outfitters

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