



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

American Eagle Outfitters Amps Up College Football With AE Big Game Live

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Campus Traditions, Game-Day Events and Fan Interaction is the

Latest Content Play for AE's Entertainment Channel 77E(TM)

PITTSBURGH--(BUSINESS WIRE)--Oct. 18, 2007--American Eagle Outfitters, Inc. (NYSE:AEO) today announced the launch of "AE Big Game Live" on 77E(TM). "AE Big Game Live" is an unscripted online event that follows the fanatical football traditions and game-day events at eight of the biggest college football games of the season, Penn State vs. Wisconsin, Kentucky vs. Florida, Rutgers vs. WVU, Alabama vs. LSU, Georgia vs. Auburn, Michigan vs. OSU, Texas A&M vs. Texas and USC vs. UCLA.

"College football is an important part of how our customers live their lives this time of year," said American Eagle Outfitters, Inc. chief marketing officer Kathy Savitt. "AE Big Game Live brings each campus' unique traditions and experiences online, allowing fans across the country to take part in this exciting slice of college life."

Each Wednesday following a big game, new content will be available on 77E at ae.com. Today, customers and football fans can experience the first segment of "AE Big Game Live" from the Penn State vs. Wisconsin game at Penn State Campus. Today's content includes:

- Fans in "Paternoville," an area outside the stadium named for head coach, Joe Paterno, where hundreds of fans camp out overnight to get the best seats.
- Scenes from the Lion Shrine, where armed guards protect the Nittany Lion from opponent vandals.

- Fan cheers outside Beaver Stadium, where thousands of students gather to await the escorted arrival of the coach and team.

Each AE Big Game Live event is hosted by 77E correspondents QDeezy, a radio personality from Philadelphia and Alyssa D., a University of Pittsburgh student and AE model. Q and Alyssa will guide fans through the unique traditions of each school and interact on-camera with the craziest fans on campus. The AE Big Game Live tent provides the ultimate tailgating experience with free custom T-shirts, quarterback contests, and temporary tattoos. The tent is also home of the 77E studio, where fans share their personal football rituals and experiences on-camera, which is viewed by hundreds of thousands of customers on ae.com. Additionally, the web site will offer suggestions for the best game-day looks, as well as the opportunity to design and purchase custom hoodies in various school colors.

AE Big Game Live Schedule

DATE	BIG GAME
October 13	Penn State University(a) vs. University of Wisconsin
October 20	University of Kentucky(a) vs. University of Florida
October 27	Rutgers University(a) vs. West Virginia University
November 3	University of Alabama(a) vs. Louisiana State University
November 10	University of Georgia(a) vs. Auburn University
November 17	University of Michigan(a) vs. Ohio State University
November 23	Texas A&M University(a) vs. University of Texas
December 1	University of South California(a) vs. University of California, Los Angeles

(a) AE Big Game Live Home Team

For more information on "AE Big Game Live", please visit www.ae.com/web/77e/big-game-live/.

About American Eagle Outfitters:

American Eagle Outfitters, Inc. (NYSE:AEO) is a leading retailer that operates under the American Eagle

Outfitters(TM) and MARTIN + OSA(TM) brands.

American Eagle Outfitters 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 currently operates 846 stores in 50 states, the District of Columbia and Puerto Rico, and 74 AE stores in Canada. American Eagle also operates ae.com, which offers additional sizes and styles of favorite AE merchandise and ships around the world. The American Eagle brand also includes a Dormwear(TM) collection, aerie(TM), which is available in 19 standalone stores, American Eagle stores and at aerie.com. The collection includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AE girl. Designed to be sweetly sexy, comfortable and cozy, the aerie brand offers AE customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom.

MARTIN + OSA, a new sportswear concept targeting 25 to 40 year-old women and men, carries apparel, accessories and footwear, using denim and sport inspiration to design fun and sport back into sportswear. MARTIN + OSA currently operates 13 stores. For additional information and updates, visit www.martinandosa.com.

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