NEWS RELEASE

American Eagle Outfitters Announces Summer Music Festival Hosted by Anthony Kiedis of Red Hot Chili Peppers

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New American Music Union(TM) Lineup Celebrates College Music by Featuring Legendary Artists Bob Dylan and His Band, The Raconteurs, Gnarls Barkley, The Roots, Spoon and the Black Keys with 15 of the Country's Most Promising College Bands Student Tickets Only $25 for Two-Day Festival Plus Free Concert T-shirt

PITTSBURGH, May 15, 2008 (BUSINESS WIRE) -- American Eagle Outfitters, Inc. (NYSE: AEO) today announced its plans for a two-day summer music festival in Pittsburgh, PA this August 8 and 9. The New American Music Union festival combines some of the most innovative and popular artists with 15 of the country's best college bands. The lineup includes Bob Dylan and His Band, The Raconteurs, Gnarls Barkley, The Roots, Spoon, The Black Keys, Black Mountain, The Duke Spirit, NASA and Tiny Masters of Today and more to come.

American Eagle Outfitters created this festival to give college bands a national platform and the opportunity to share the stage with the artists that most inspire them. Tickets go on sale Friday, May 16 at 10 a.m. Eastern time. Student tickets are an affordable $25. General admission tickets are $49.50.

"Music is a defining influence in our customers' lives," said Kathy Savitt, executive vice president and chief marketing officer, American Eagle Outfitters, Inc. "We're excited to offer AE customers the opportunity to see today's best musicians--both professionals and college acts--at a price that's unheard of for a summer festival of this caliber."

"If you could go to any concert in the world, what would it be?" Anthony Kiedis asked himself when he set out to create the lineup for the New American Music Union festival. "My experience tells me that concerts can be life changing. That is how I approached putting this lineup together. The thrill of seeing Bob Dylan next to The Raconteurs next to Gnarls Barkley next to The Roots is reason for us all to celebrate. Music is still the most inspiring creative force that I know of and this seemed like a prime opportunity to let it shine. Add to this the fact of a generously low ticket price and that it all takes place in the streets of Pittsburgh and we have the most rocking block party of the summer."

The college band performances will be judged by music industry influencers, journalists and fellow musicians. The winning college band will receive a full-day recording session in a top Los Angeles studio valued at $10,000. American Eagle will support the winning college band by promoting its recording on www.ae.com and in AE stores across the country.

AEO has invited the following college bands to participate:

Bears (Kent State University), Flying Machines (The New School), Gospel Gossip (Carleton College), Magic Bullets (College of San Mateo), Math the Band (University of Massachusetts Dartmouth), My Dear Disco (University of Michigan), Nothing Unexpected (Robert Morris University), The Black Fortys (University of Southern Illinois), The Company Kang (Whitman College), The Delicious (Indiana University), The Depreciation Guild (New York University), The Elizabethan Report (Brigham Young University), The French Horn Rebellion (Northwestern University), The Royal Bangs (University of Tennessee) and The Steps (University of Texas Austin).

The New American Music Union festival will take place in Pittsburgh's historic SouthSide Works, which was home to glass factories, steel and iron mills in the 1800s. Today, a development of the Soffer Organization, the area features an eclectic mix of residential neighborhoods, restaurants, shops and businesses, including the headquarters of American Eagle Outfitters, Inc. The Pittsburgh region is also home to more than 30 colleges and universities and more than 100,000 students.

The New American Music Union festival is produced in partnership with Live Nation, www.livenation.com. Tickets are available online at **www.livenation.com** and **www.ticketmaster.com**, Ticketmaster locations or charge by phone at 866.448.7849 for Ticketmaster Express.(1)

(1) Acts are subject to change. Tickets are subject to applicable service charges.

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. The original collection includes standards like jeans and graphic Ts as well as essentials like accessories, outerwear, footwear, basics and swimwear. American

Eagle currently operates 867 stores in 50 states, the District of Columbia and Puerto Rico, and 76 AE stores in Canada. American Eagle also operates ae.com(R), which offers additional sizes and styles of favorite AE(R) merchandise and ships to more than forty countries around the world. The American Eagle(R) brand also includes a Dormwear(R) collection, aerie(TM), which is available in 62 standalone stores, American Eagle stores and at aerie.com. The collection includes bras, undies, camis, hoodies, robes, boxers, sweats, leggings fitness apparel and personal care 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. 77E(TM), a new multi-channel entertainment platform, features original and user-generated content on ae.com, in AE stores, on television, and on Web sites such as Youtube, MySpace and Facebook. For more information, **visit www.ae.com**.

MARTIN + OSA(TM), a concept targeting 28 to 40 year-old women and men, offers Refined Casual(TM) clothing and accessories, designed to be valuable, irresistible, inspiring, authentic and adventurous. MARTIN + OSA currently operates 22 stores. For additional information and updates, visit **www.martinandosa.com**.

The company plans to launch a children's apparel brand, 77kids by american eagle(TM), offering on-trend, high-quality clothing and accessories for kids age two to 10. The 77kids(TM) line will debut online at **www.77kids.com** during Fiscal 2008, with brick-and-mortar stores in the U.S. planned for 2010.

SOURCE: American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc.
Beth Barney, 412-432-4500
barney@ae.com