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OUTFITTERS

NEWS RELEASE

Aerie Partners With Tween Lingerie Start-up Yellowberry For Limited-Edition Collection

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Aerie Supports Teenage Entrepreneur Megan Grassell And Her Mission To Empower Preteen Girls With Collaborative Collection

NEW YORK, March 26, 2015 /PRNewswire/ -- Intimate apparel line **Aerie** launches today a limited-edition collaborative bra collection for girls 11-15 called Aerie for Yellowberry. **Yellowberry** is a start-up intimates brand created by 19-year-old entrepreneur **Megan Grassell** for preteen girls. Founded in 2013 from a Kickstarter campaign, it is on a powerful mission to empower young girls with colorful, fun and unique bras for their youthful stages in life.

"This is the perfect sisterhood for two brands, supporting the common belief that every girl should be confident and comfortable, embracing their real self. Aerie is pleased to announce that proceeds from Aerie for Yellowberry will support the entrepreneurial spirit of Megan and Yellowberry and see that its message of positive body image continues to spread," commented **Jennifer Foyle**, Aerie Brand President.

Aerie for Yellowberry offers the brand's signature confidence-inspiring styles such as Lil' Sis, Fresh Picked and Freebird and is available exclusively on www.aerie.com ranging in price from \$29.95 to \$34.95.

About Aerie

Aerie is bras, undies, **swim** and more for every girl. Designed in sizes 30A to 40DD, Aerie is committed to making bras for girls of all sizes feel good about themselves, inside and out. No supermodels. No retouching. The real you is sexy.™#AerieREAL. For more information, please visit www.aerie.com.

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 the United States, Canada, Mexico, China, Hong Kong and the United Kingdom, and ships to 81 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at 102 international stores operated by licensees in 17 countries. For more information, please visit www.ae.com.

About Yellowberry Company LLC

Yellowberry is a start-up company that began by making bras for tweens that has sparked a movement for girls everywhere. Yellowberry is a brand-driven business that works to cultivate a sense of confidence and empowerment in its customers. Through both the best possible quality product and high level of innovation, Yellowberry products are available to any girl in the world via the company's online store. Certain strategic partnerships will make available new lines of product in the near future. For more information, please visit www.yellowberrycompany.com.

Photo - <http://photos.prnewswire.com/prnh/20150319/183333>

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