NEWS RELEASE

American Eagle Outfitters Announces National Free Movie Ticket Event

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American Eagle and AMC Entertainment(R) Have Joined Together Once

Again to Celebrate AE's All New Denim Collection for Girls and Guys

PITTSBURGH--(BUSINESS WIRE)--Sept. 5, 2008--American Eagle Outfitters, Inc. (NYSE: AEO) today announced "Denim and a Movie," an exciting event to reward AE customers. American Eagle and AMC Entertainment(R) (AMC) have joined together once again to offer 1.2 million free movie tickets to AE customers for trying on AE jeans at select American Eagle stores across the country. Customers who buy a pair of jeans get two free tickets. The popular retail brand offered a similar promotion in 2006. This year, AE has added Regal Cinemas and "Movie Cash" through TPG to reach even more customers across the nation.

"Our customers told us that the AMC Movie Try-on event was one of their favorites in recent memory," said Kathy Savitt, executive vice president and chief marketing officer, American Eagle Outfitters, Inc. "Denim and a Movie is designed to delight and reward our customers while getting the word out about AE's all new denim collection for the season."

Starting today, September 5, and continuing for two weeks or while supplies last, American Eagle expects to distribute more than a million movie tickets in stores. Online customers who purchase a pair of jeans can choose to receive two AMC tickets, two Regal Cinemas tickets or a $10 AE Money Card. Full contest rules can be found at www.ae.com.

AE's Fall Denim Collection for Girls:

-- AE REAL FLARE - This day and night, low-rise jean is fitted through the thigh with a sexy flare leg. This style comes in a variety of washes from super light to authentic dark.

-- AE TRUE BOOT - AE's 24-hour denim. This regular rise jean is tailored through the thigh with a straight boot leg. This style is available in destroyed super bleach, soft resin, and vintage teal washes.

-- AE FAVORITE BOYFRIEND - This everyday flirty, fun jean sits low and easy through the hips with a looser leg. The silhouette is feminine but gives a more relaxed feel. This jean offers destroyed options as well as a variety of washes from super light to vintage indigo.

-- AE SKINNY 77 - This trendy silhouette has a super low rise with a slim leg for a sexy look.

-- AE 77 STRAIGHT - The straight fit offers a similar sexy silhouette to the skinny, but in a bit more relaxed way.

-- AE FIRST EDITION WIDE LEG - The wide leg fit features back tab button-close pockets and lightweight cotton denim.

-- AE MIDNIGHT FLARE- This jean is perfect for going out. It offers a longer length and back pocket details with an extreme flare fit to capture all the attention.

-- ORIGINAL 77- Exclusive to ae.com. This jean offers a higher rise and a comfortable flare leg.

AE's Fall Denim Collection For Guys:

-- AE BOOTCUT - This is a classic, everyday fit. It is comfortable and easy to wear with a relaxed boot leg. This silhouette is available in destroyed styles as well as a variety of washes from light sandy to dark brushed.

-- AE LOW RISE BOOT - This jean is fitted through the hips and sits extra low on the waist with a fitted boot leg. This silhouette is offered in destroyed and tinted repair styles as well as a variety of washes from pacific bleach to dark brushed.

-- AE LOW LOOSE - This style is relaxed through the hips and sits low on the waist with a loose leg. It is offered in a range of washes from vintage bleach to dark stone.

-- AE STRAIGHT - This jean is tried and true. It is fitted through the hips, sits low on the waist and has a straight leg. It is available in a variety of washes from light vintage repair to deep indigo to black worn. About American Eagle

Outfitters, Inc.

American Eagle Outfitters, through its subsidiaries ("AEO"), 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. AEO currently operates 877 stores in 50 states, the District of Columbia and Puerto Rico, and 77 AE stores in Canada. AEO also operates ae.com(R), which offers additional sizes and styles of favorite AE(R) merchandise and ships to more than sixty countries around the world. The American Eagle(R) brand also includes a Dormwear(R) collection, aerie(TM), which is available in 83 standalone stores, AEO stores and at aerie.com. The collection includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AEO girl. Designed to be sweetly sexy, comfortable and cozy, the aerie brand offers AEO customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom.

MARTIN + OSA(R), 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. AEO currently operates 24 MARTIN + OSA stores. For additional information and updates, visit www.martinandosa.com.

77kids by american eagle(TM) will offer on-trend, high-quality clothing and accessories for kids age two to 10. The 77kids(TM) brand was designed to fill a need in the marketplace by offering the fresh, "kid-cool" styles that kids want alongside the function, durability and value that moms want. American Eagle Outfitters was founded in 1977, which is the inspiration for the name 77kids. The new brand will draw from the strong heritage of American Eagle Outfitters, with a point-of-view that's thoughtful, playful and real. Like American Eagle clothing, 77kids will focus on great fit, value and style.

AEO 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.

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