



AMERICAN EAGLE  
OUTFITTERS

NEWS RELEASE

## 77kids by American Eagle Partners with Plant-It 2020 for Earth Day Tree-Planting Campaign

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Kids Clothing Retailer Will Sponsor the Planting of a Tree for Every 77kids.com Order Placed on Earth Day (April 22)

PITTSBURGH & HIGHLANDS RANCH, Colo.--(BUSINESS WIRE)--Apr. 15, 2009-- 77kids by american eagle and Plant-It 2020 today announced an Earth Day campaign in which 77kids will sponsor the planting of one indigenous tree for every [www.77kids.com](http://www.77kids.com) order placed on Wednesday, April 22. The newest brand concept from American Eagle Outfitters, Inc. (NYSE: AEO), 77kids offers clothing and accessories for children ages two to 10. Plant-It 2020 is a non-profit foundation dedicated to planting, maintaining and protecting as many indigenous trees as possible worldwide.

"77kids is excited to celebrate Earth Day with Plant-It 2020 and our customers," said Betsy Schumacher , chief merchandising officer, 77kids. "It's the perfect opportunity to pick up great items for spring and summer, and at the same time support the environment with our kids."

Half of the trees planted as a result of this campaign will be in equatorial regions to assist in global warming reduction. The other half will be planted in the United States to improve areas hurt by forest fires. More information can be found at [www.plantit2020.org](http://www.plantit2020.org).

Customers who visit [www.77kids.com](http://www.77kids.com) can choose from denim in a variety of colors and washes, including spring pastels; tanks and t-shirts; skirts and dresses, including a bright tutu style; as well as footwear and accessories. The brand draws from the strong heritage of American Eagle Outfitters, with a point-of-view that is thoughtful, playful

and real. Like American Eagle(R) clothing, 77kids focuses on great fit, value and style.

## About Plant-It 2020

Plant-It 2020 is a 501 (c)(3) nonprofit foundation dedicated to properly planting, maintaining and protecting as many indigenous trees as possible worldwide. In addition to replenishing cities and forests, Plant-It 2020 also periodically provides educational workshops on forestry issues to thousands of children. Founded by the late Singer John Denver in 1992, our reforestation projects in many countries often directly help humanity by increasing crop production, fresh water availability and fuel-wood via dropped branches.

## About American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc., through its subsidiaries, ("AEO, Inc.") offers high-quality, on-trend clothing, accessories and personal care products at affordable prices. The American Eagle Outfitters® brand targets 15 to 25 year old girls and guys, with 951 stores in the U.S. and Canada and online at [www.ae.com](http://www.ae.com). aerie® by american eagle offers Dormwear® and intimates collections for the AE® girl, with 116 standalone stores in the U.S. and Canada and online at [www.aerie.com](http://www.aerie.com). MARTIN + OSA® provides Refined Casual™ fashions for 28 to 40 year old men and women at its 28 stores and online at [www.martinandosa.com](http://www.martinandosa.com). The latest brand, 77kids™ by american eagle™, is available online only at [www.77kids.com](http://www.77kids.com). 77kids offers "kid cool," durable clothing and accessories for kids ages two to 10. AE.COM®, the online home of the brands of AEO, Inc. ships to more than 60 countries worldwide.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: This release contains forward-looking statements, which represent our expectations or beliefs concerning future events, specifically regarding first quarter earnings. All forward-looking statements made by the company involve material risks and uncertainties and are subject to change based on factors beyond the company's control. Such factors include, but are not limited to the risk that the Company's first quarter earnings expectations may not be achieved and the risks described in the Risk Factor Section of the company's Form 10-K and Form 10-Q filed with the Securities and Exchange Commission. Accordingly, the company's future performance and financial results may differ materially from those expressed or implied in any such forward-looking statements. The company does not undertake to publicly update or revise its forward-looking statements even if future changes make it clear that projected results expressed or implied will not be realized.

Source: American Eagle Outfitters, Inc.

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