NEWS RELEASE

American Eagle Outfitters Changes Monthly Sales Reporting Date

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PITTSBURGH--(BUSINESS WIRE)--March 3, 2008--American Eagle Outfitters, Inc. (NYSE:AEO) announced that starting with its February sales release on Thursday, March 6th, the company will announce monthly sales prior to the opening of the market on the Thursday following the end of the monthly retail sales period.

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 854 stores in 50 states, the District of Columbia and Puerto Rico, and 75 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 39 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. 77E, 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 clothing and accessories, designed to be valuable, irresistible, inspiring, authentic and adventurous. MARTIN + OSA currently operates 19 stores. For additional information and updates, visit **www.martinandosa.com**.

The company plans to open a children's apparel brand, 77kids by american eagle(TM). The new brand will offer on-trend, high-quality clothing and accessories for kids age two to 10. 77kids will launch worldwide online at **www.77kids.com** during Fiscal 2008, with brick-and-mortar stores in the U.S. planned for 2009.

CONTACT: American Eagle Outfitters Inc.
Judy Meehan, 412-432-3300
SOURCE: American Eagle Outfitters, Inc.