NEWS RELEASE

American Eagle Outfitters Reinforces ''AE Jeans Will Rock You Campaign'' with Innovative Advertising Initiative

9/29/2004

PITTSBURGH--(BUSINESS WIRE)--Sept. 29, 2004--

Spirit of AE's Back-to-School Message Fills
College Campuses Nationwide

Leading lifestyle retailer American Eagle Outfitters, Inc. (AE) announced today that it will directly reach millions of students and college football fans at universities across the country through a creative promotion that captures the energy of its back-to-school "AE Jeans Will Rock You" marketing campaign.

Beginning mid-September in 22 college stadiums nationwide, each time the classic stadium song "We Will Rock You" plays it will kick-off AE-sponsored announcements or product giveaways such as AE Graphic Ts launched into the crowd and AE Gift Cards won by lucky fans on the "Fan Cam Video Board". AE secured rights to the 1977 Rock anthem "We Will Rock You" by Queen for the back-to-school season using the lyrics and soundtrack in store, online, and as the backdrop for its :30 second TV spot which aired on MTV through September 13th, 2004.

"The AE lifestyle is cool, active, and fun," said Michael James Leedy, chief marketing officer, executive vice president of strategic planning and e-commerce. "This in-stadium initiative brings the excitement and essence of our brand directly to our target customers where they live, learn, and play."

Participating campuses include University of Florida, Auburn University, University of Texas (Austin), University of Oklahoma, Florida State University, University of Alabama, University of South Carolina, University of Iowa, University of Kentucky, University of Virginia, Virginia Tech, University of Pittsburgh, Purdue University, University of Miami, Georgia Tech, University of Minnesota, Boston College, University of Memphis, University of California (Berkeley), University of Colorado, California State University (Fresno), and Ohio State University. The program is scheduled to run through mid-November.

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About American Eagle Outfitters

American Eagle Outfitters (Nasdaq:AEOS) is a leading lifestyle retailer that designs, markets, and sells its own brand of relaxed, casual clothing for 15- to 25-year-olds, providing high-quality merchandise at affordable prices. AE's collection includes modern basics like jeans, cargo pants, and graphic Ts as well as a stylish assortment of cool accessories, outerwear and footwear. AE's Canadian subsidiary, Bluenotes/Thriftys, offers a more urban/suburban, denim-driven collection for 12- to 22-year-olds. American Eagle Outfitters currently operates 760 AE stores in 49 states, the District of Columbia and Puerto Rico, 68 AE stores in Canada, and 107 Bluenotes/Thriftys stores in Canada. AE also operates via its Web business, **www.ae.com**, which offers additional sizes and styles of favorite AE merchandise.

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SOURCE: American Eagle Outfitters, Inc.