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OUTFITTERS

NEWS RELEASE

American Eagle Outfitters Announces Winning Denim Fits in AE Fit Challenge

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Customers Who Voted for the Women's AE Hipster and Men's AE Bootcut Jeans Will Receive a Free Pair of Any AE Jeans. Other Voters Get \$10 off Any AE Jeans

NEW YORK--(BUSINESS WIRE)--Aug. 28, 2007--American Eagle Outfitters, Inc. (NYSE:AEO) today announced the winners of the AE Fit Challenge. Beginning today through September 11, hundreds of thousands of AE customers who voted for the winning fits will visit AE stores or ae.com to get a free pair of any AE jeans. Other voters will get \$10 off any pair of AE jeans.

"Back-to-school is an exciting and important time in our customers' lives, and we're thrilled to make it even better with new jeans from AE," said Kathy Savitt, executive vice president and chief marketing officer of American Eagle Outfitters, Inc. "The AE Fit Challenge adds a new level of fun and celebration to the back-to-school shopping experience for our customers."

Customers voted for the winning fits by purchasing their favorite pair of AE jeans between July 10 and July 24. Customers who voted received a ticket for their purchase. The most-purchased AE jean for men and women "won" the challenge.

The AE Hipster, the women's winning fit, is AE's most classic, authentic jean. It is slim and features a clean leg, and sits slightly higher on the waist. The men's winning fit, the AE Bootcut, is an everyday, casual fit. It is comfortable and easy to wear with a relaxed boot leg. Other fits in this season's Back-To-School collection include new trouser

and wide-leg looks, straight and skinny silhouettes, as well as the ever-popular Boyfriend and Artist styles for girls. For the AE guy, fits include low-rise, loose and slim-fit, in both boot-cut and straight-leg options.

American Eagle Outfitters

American Eagle Outfitters (NYSE:AEO) is a leading retailer that operates under the American Eagle Outfitters and MARTIN + OSA brands. 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. AE's original collection includes standards like jeans and graphic Ts as well as essentials like accessories, outerwear, footwear, basics and swimwear. American Eagle currently operates 833 stores in 50 states, the District of Columbia and Puerto Rico, and 72 AE stores in Canada. American Eagle also operates ae.com, which offers additional sizes and styles of favorite AE merchandise and ships around the world. The American Eagle brand also includes a new collection of dormwear and intimates, "aerie by American Eagle." aerie is available in American Eagle stores across the country and at aerie.com. It includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AE girl. Designed to be sweetly sexy, comfortable and cozy, aerie offers AE customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom.

The company also introduced MARTIN + OSA, a new sportswear concept targeting 25 to 40 year-old women and men. MARTIN + OSA carries apparel, accessories and footwear, using denim and sport inspiration to design fun and sport back into sportswear. MARTIN + OSA currently operates seven stores. For additional information and updates, visit www.martinandosa.com.

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