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OUTFITTERS**

NEWS RELEASE

No-Shave November Teams Up with American Eagle Outfitters to Raise Awareness and Help Fight Cancer

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AEO to donate 15% of sales from Limited Edition No-Shave November T-shirts and underwear

PITTSBURGH--(BUSINESS WIRE)-- No-Shave November, a non-profit organization dedicated to raising cancer awareness and donating funds to cancer research and prevention foundations, is excited to announce a new partnership with American Eagle Outfitters, Inc. (AEO). This partnership will inspire discussion around cancer awareness amid a younger crowd and raise funds for the four cancer organizations supported by No-Shave November, including the American Cancer Society, Fight Colorectal Cancer, Prevent Cancer Foundation, and St. Jude Children's Research Hospital.

As the first retailer to partner with No-Shave November, AEO will offer two No-Shave November graphic t-shirts and two styles of No-Shave November underwear, with 15 percent of sales benefiting the No-Shave November organization. These items will be available in AEO stores nationwide and online throughout the month of November, while supplies last.

As part of the month-long campaign, American Eagle Outfitters will encourage its customers to join the movement by forgoing shaving and grooming to raise cancer awareness. By hash tagging their progress with #LetItGrow, AEO will feature its favorites from Instagram to showcase customers' progress.

"We are so excited to partner with American Eagle Outfitters this year to really push the concept of cancer awareness to include ALL age groups," said Monica Hill, Director of Development with No-Shave November. "Cancer prevention, education and awareness can, and should, start at a younger age than it does today. And, American

Eagle Outfitters helps us make it fun! We want everyone to feel a sense of camaraderie while they #LetItGrow!"

"American Eagle Outfitters is proud to partner with No-Shave November to help raise awareness and funds for cancer research, education and prevention through the sale of our limited edition No-Shave November t-shirts and underwear," said Chad Kessler, Global Brand President. "There's no better way to bring awareness to a good cause than by having a little fun along the way."

About No-Shave November

No-Shave November is a non-profit organization devoted to growing cancer awareness and raising funds to support cancer prevention, research, and education. No-Shave November is proud to be working with the following organizations to achieve their mission: American Cancer Society, Prevent Cancer Foundation, Fight Colorectal Cancer, and St. Jude Children's Research Hospital. Sign up and learn more at www.no-shave.org.

About American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices under its American Eagle Outfitters® and Aerie® brands. The company operates more than 1,000 stores in the United States, Canada, Mexico, China, Hong Kong and the United Kingdom, and ships to 81 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at 125 international stores operated by licensees in 20 countries. For more information, please visit www.ae.com.

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No-Shave November

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