NEWS RELEASE

77kids by american eagle Announces Exclusive Online Concert Event with the Jonas Brothers

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Nationwide Sweepstakes to See the Show In-Person as a VIP Guest Begins Today

Concert Will Be Streamed Online, One Time Only, at www.77kids.com this November 16

PITTSBURGH--(BUSINESS WIRE)--Sept. 8, 2008--American Eagle Outfitters, Inc. (NYSE: AEO) today announced that its new brand for kids, 77kids by american eagle, will host an exclusive one-time concert event with the Jonas Brothers this November 14 in Los Angeles. The intimate concert will stream on www.77kids.com Sunday November 16, one-time only, for fans worldwide. The Web site experience will also include concert performance footage of the Jonas Brothers, interviews, and other exclusive content.

"The Jonas Brothers are a musical phenomenon," said Kathy Savitt, executive vice president and chief marketing officer, American Eagle Outfitters, Inc. "We're excited to bring their magic to the launch of the 77kids brand this fall."

77kids is also running a nationwide sweepstakes in which seven girls and seven boys will win the chance to attend the concert in person, including airfare and hotel accommodations. Customers can register beginning today through October 4. Parents or guardians 21-years or older are eligible to win on behalf of children ages two to 14 years old. Sweepstakes winners will also get to "walk the red carpet" at the event and hang out backstage. Customers can visit www.77kids.com to view an exclusive video message from the Jonas Brothers.

"We got together with 77kids by american eagle to put on a show for fans around the world," said Nick Jonas. "We like to think of it as an all-access video pass. We'll see you in L.A. and online at 77kids.com."

The concert event celebrates the launch of the first 77kids collection, available online at www.77kids.com beginning Tuesday, October 21. The debut assortment includes a warm and cozy collection of denim, fleece, t-shirts, dresses, outerwear, footwear and accessories. All 77kids items are extremely soft, comfortable and long wearing.

77kids by american eagle(TM) will offer on-trend, high-quality clothing and accessories for kids age two to 12. The 77kids(TM) brand was designed to fill a need in the marketplace by offering the fresh, "kid-cool" styles that kids want alongside the function, durability and value that moms want. American Eagle Outfitters was founded in 1977, which is the inspiration for the name 77kids. The new brand will draw from the strong heritage of American Eagle Outfitters, with a point-of-view that's thoughtful, playful and real. Like American Eagle clothing, 77kids will focus on great fit, value and style.

ABOUT JONAS BROTHERS: A pop culture phenomenon of the first order in North America and becoming one around the globe, the Jonas Brothers - Kevin, Joe and Nick - created headlines and hysteria this summer with their sold-out tour Burning Up Tour in the U.S, the premiere of their smash hit television movie, Camp Rock, and release of their new album, A Little Bit Longer. The album debuted at #1 on Billboard in the U.S. where it spent two weeks in the top position and was one of three Jonas Brothers albums in the top 10 in one week - shattering previous records for the most albums in the top 10 for one artist.

About American Eagle Outfitters, Inc.

American Eagle Outfitters, through its subsidiaries ("AEO"), 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. AEO currently operates 877 stores in 50 states, the District of Columbia and Puerto Rico, and 77 AE stores in Canada. AEO also operates ae.com(R), which offers additional sizes and styles of favorite AE(R) merchandise and ships to more than sixty countries around the world. The American Eagle(R) brand also includes a Dormwear(R) collection, aerie(TM), which is available in 83 standalone stores, AEO stores and at aerie.com. The collection includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AEO girl. Designed to be sweetly sexy, comfortable and cozy, the aerie brand offers AEO customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom.

MARTIN + OSA(R), a concept targeting 28 to 40 year-old women and men, offers Refined Casual(TM) clothing and accessories, designed to be valuable, irresistible, inspiring, authentic and adventurous. AEO currently operates 24 MARTIN + OSA stores. For additional information and updates, visit **www.martinandosa.com**.

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