



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

American Eagle Outfitters and The Black Eyed Peas Get Serious About "Monkey Business"

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WARRENDALE, Pa.--(BUSINESS WIRE)--May 25, 2005-- AE Launches In-store and Online Nationwide Promotion with DMX MUSIC and Interscope Records to Debut The Black Eyed Peas' New Album

American Eagle Outfitters, Inc. (AE) (NASDAQ:AEOS) along with DMX MUSIC and Interscope Records today announced an innovative, cross-promotional marketing campaign to launch The Black Eyed Peas' new album, "Monkey Business." The partnership brings together one of today's hottest bands and one of the nation's leading lifestyle retailers for an initiative that is unprecedented in size and scope. Kicking off Saturday, May 28th, the promotion features exclusive listening parties in AE's 847 stores throughout the United States and Canada and is highlighted by a sweepstakes on ae.com in which one lucky person can win a trip for two to AE's new flagship store in Seattle for a shopping spree with The Black Eyed Peas on June 25th.

This comprehensive program, designed and implemented by DMX MUSIC and AE with the support of Interscope Records, gives shoppers in American Eagle Outfitters stores a preview of The Black Eyed Peas' forthcoming release between the hours of 1 and 4pm on May 28th. In addition, selected AE stores in 13 major markets (New York, Los Angeles, Seattle, Chicago, Washington D.C., Philadelphia, Boston, Dallas, Atlanta, Miami, Detroit, San Francisco, and Pittsburgh) will host special events that day which will include exciting giveaways such as gift bags for the first 50 people to arrive plus tickets for local Black Eyed Peas concerts and AE merchandise.

"AE has always known that music is essential in the lives of our customers," said Adam Diamond, vice president of marketing operations at American Eagle Outfitters. "The Black Eyed Peas are diverse, individual, and real - a perfect match in style and spirit with the AE brand. We are always looking for creative ways to connect with our target

demographic and this groundbreaking partnership enables us to provide them with a one-of-a-kind experience."

Available June 7th, "Monkey Business" is the highly anticipated follow-up to The Black Eyed Peas' multi-platinum Grammy award winning 2003 release, "Elephunk." After two critically acclaimed albums (1998's "Behind The Front" and 2000's "Bridging The Gap"), "Elephunk" was propelled by the hit singles, "Where Is The Love," "Hey Mama" and "Let's Get It Started." With "Monkey Business", the quartet -- will.i.am, apl.de.ap, Fergie and Taboo -- connects with their audience through the most fundamental way: making people have a good time.

For this promotion, DMX MUSIC will provide AE with in-store visual imaging featuring the band's music videos. Since 1987, American Eagle has worked with DMX MUSIC, the worldwide leader in music and video programming for commercial applications, visual imaging and additional services for in-store atmospherics.

"DMX MUSIC is uniquely equipped to develop integrated marketing programs that enable members of the retail and music communities to capitalize on their strengths and shared market," said Mark Rozells, President and CEO, DMX MUSIC. "This program is an excellent example of how retailers can work with today's popular artists to promote their work, extend their brand messaging and create an experience which connects with their customers."

For more information on the exclusive listening parties and sweepstakes visit www.ae.com or www.dmxmusic.com. For more information on "Monkey Business" visit www.blackeyedpeas.com

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. American Eagle Outfitters currently operates 777 AE stores in 50 states, the District of Columbia and Puerto Rico and 70 AE stores in Canada. AE also operates via its Web business, www.ae.com, which offers additional sizes and styles of favorite AE merchandise.

About Interscope Geffen A&M

Combining the legacies of three significant record companies, Interscope Geffen A&M embarked on a new tradition of musical achievement with its combination on January 1, 1999, as a subsidiary of Universal Music Group, the global music leader. Headed by Chairman Jimmy Iovine, Interscope Geffen A&M is a major force across a wide range of musical genres including rock, rap, pop, alternative, Latin, gospel and soundtracks.

Universal Music Group is a unit of Vivendi Universal, a global media and communications company.

About DMX MUSIC

Operating in more than 100 countries, DMX MUSIC is headquartered in Los Angeles with offices throughout the United States and internationally in Australia, Belgium, Canada, The Czech Republic, France, Germany, Holland, Hungary, Poland, Spain, Japan and the United Kingdom. DMX MUSIC is a global leader in digital music and visual imaging programming, with one of the world's largest digital music and video libraries, creating more than 500 unparalleled styles of non-stop music delivered via digital cable, satellite, DVD and the Internet. DMX MUSIC distributes its music services worldwide to more than 11 million homes, 180,000 businesses, and 30 airlines with a worldwide daily listening audience of more than 100 million people. For more information access the company's website at www.dmxmusic.com.

MULTIMEDIA AVAILABLE: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=4896383>

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