



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

American Eagle's 'LIVE YOUR LIFE' Contest Inspires Record Number Of Young Adults

3/6/2006

More Than 20,000 Share Their Dreams, Hoping to Win a Chance to Fulfill Them

NEW YORK, March 6 /PRNewswire-FirstCall/ -- Do what you want. Wear what you want. Be what you want. Proving that the youth of today are more driven than ever, a record number of young adults have signed on for a chance to chase their dreams and lead extraordinary lives in American Eagle Outfitters, Inc.'s (AE) annual "LIVE YOUR LIFE" contest. With quadruple the number of applicants compared to last year, AE's "LIVE YOUR LIFE" campaign has struck a cord with teens and young adults across North America.

The contest, which highlights AE's ongoing "LIVE YOUR LIFE" program, seeks to discover incredible people who want to fulfill their dreams and inspire the world. Throughout January and February 2006, AE encouraged teens and young adults across North America to describe their hopes, inspirations, and ambitions in a 500-word essay. From a pool of more than 20,000 people, six will be selected by the AE Live Your Life Panel based on vision creativity and clarity. These six amazing individuals will receive the resources they need to make their dream come true, including a \$500 AE wardrobe, recognition in all AE stores and on <http://ae.com>, and up to \$25,000.

"Everyone at American Eagle is honored and humbled to help create a program that assists young adults in achieving their aspirations, whatever they are," said Susan McGalla, president and chief merchandising officer, American Eagle Brand. "LIVE YOUR LIFE" reflects the spirit and values of American Eagle Outfitters -- authentic, individual and real. Our organization has always encouraged its customers to go after what they want and to be true to themselves, and we are overwhelmed by the number of people who have responded to our challenge."

American Eagle Needs Your Help!

On March 17, the 12 "LIVE YOUR LIFE" finalists will be named on <http://www.aeliveyourlife.com>. From March 17 - 23, visitors to the AE site can cast a vote for their favorite finalist. Voting is strongly recommended because on March 23, the 12 finalists will be flown to the AE Home Office in Warrendale, PA for final round judging and personal interviews with the AE Live Your Life Panel, where the six winners will be picked. Who knows, maybe your vote will help decide the winners!

"Through American Eagle's 'LIVE YOUR LIFE' contest, young adults across the country have the chance to fulfill a dream they might not have thought possible. AE is helping youth make their ambitions a reality and helping me live my life right now," explains Olivia Akerley, member of the U.S. Freestyle Ski team and a 2005 "LIVE YOUR LIFE" contest winner.

To learn more about the campaign, see last year's semifinalists and help determine this year's winners, go to <http://www.aeliveyourlife.com>.

About American Eagle Outfitters

American Eagle Outfitters (Nasdaq: AEOS) is a leading retailer that designs, markets and sells its own brand of laidback, current clothing for 15 to 25 year-olds, providing high-quality merchandise at affordable prices. AE's original collection includes standards like jeans and graphic T's as well as essentials like accessories, outerwear, footwear, basics and swimwear. American Eagle Outfitters currently operates 798 stores in 50 states, the District of Columbia, Puerto Rico, and 71 AE stores in Canada. AE also operates <http://ae.com>, which offers additional sizes and styles of favorite AE merchandise, and ships around the world. The company plans to open MARTIN + OSA a new sportswear concept targeting 25-40 year old women and men in the fall of 2006. For additional information and updates visit <http://www.martinandosa.com>.

SOURCE American Eagle Outfitters, Inc.

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