



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

American Eagle Outfitters Launches Mobile Commerce

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Customers Can Now Purchase AE, aerie and 77kids Product from Smart Phones and Other Web-enabled Mobile Devices

PITTSBURGH, Sep 10, 2009 (BUSINESS WIRE) -- American Eagle Outfitters (NYSE: AEO) today announced the launch of its mobile commerce program. In addition to browsing and buying, customers can now experience expanded functionality of www.ae.com from their mobile devices, including Find a Store and Wish Lists.

"We know that AE customers are using their mobile devices for just about everything, from communication to entertainment," said Mike Dupuis, vice president of marketing, digital channels. "Mobile commerce is still in its early stages, but as an early adopter of technology and a leading lifestyle brand, it is important to AEO to be among the first to offer it to customers as another way to interact with our brands."

Mobile devices are growing rapidly as a means for consumers to access the brands they love, particularly among AE's demographic of 15- to 25-year-olds. Since November 2008, American Eagle Outfitters has had an opt-in SMS texting program in which customers sign up to receive targeted messages about special offers, new product introductions and promotions on their mobile phones. This program has been highly successful, with hundreds of thousands of customers opting in to date, and increasing daily.

Enabling customers to experience the functionality of the Web site, including commerce, takes the mobile experience to the next level. Customers can look up the store nearest them, complete with a detailed map and directions. They can access Wish Lists from their mobile devices to assist with shopping in the store, or purchase

directly from their mobile device. They can also e-mail their Wish Lists directly to a parent, friend or relative.

Accessing the AE Web site from a mobile device is easy and requires no downloads or special Web address entries. The technology detects when a customer is accessing the site from a mobile device and serves up the appropriate Web experience that is customized for whatever device they happen to be using.

American Eagle Outfitters has partnered with Usablenet, a mobile Web platform for leading brands to offer this functionality. The company offers a universal solution, supporting all Web-enabled devices, carriers, mobile browsers, screen and file sizes, and technologies.

As part of its commitment to customer connection, AEO will continue to pursue mobile technology advancements that enable customers to interact with its brands. Dupuis continued, "American Eagle Outfitters' mobile strategy is designed to make our brands accessible to customers anytime, anywhere, as well as bridge the gap between online and stores. The ultimate goal is to create a seamless experience in which each channel--store, mobile and traditional online--work together to the mutual benefit of all three."

About Usablenet

Usablenet's unique mobile Web platform, Usablenet Mobile, is a fully managed service that enables companies to translate all existing Web site functionality to a full-featured mobile interface. Usablenet Mobile provides leading brands with a new channel to extend marketing, commerce and client service efforts to their customers' mobile phones. The solution requires no IT resources on the client side, works on all Web-enabled mobile devices worldwide and can be implemented in six weeks. Usablenet customers include American Airlines, Amtrak, Limited Brands, Nissan and Pfizer. Founded in 2000, Usablenet is a private company headquartered in New York City with offices in Italy. For more information, visit www.usablenet.com.

About American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc., through its subsidiaries, ("AEO, Inc.") offers high-quality, on-trend clothing, accessories and personal care products at affordable prices. The American Eagle Outfitters(R) brand targets 15 to 25 year old girls and guys, with 954 stores in the U.S. and Canada and online at www.ae.com. aerie(R) by american eagle offers Dormwear(R) and intimates collections for the AE(R) girl, with 133 standalone stores in the U.S. and Canada and online at www.aerie.com. MARTIN + OSA(R) provides clothing and accessories for 28 to 40 year old men and women at its 28 stores and online at www.martinandosa.com. The latest brand, 77kids(TM) by american eagle(TM), is available online only at www.77kids.com. 77kids offers "kid cool," durable clothing and accessories for kids ages two to 10. AE.COM(R), the online home of the brands of AEO, Inc. ships to more than 60 countries worldwide.

SOURCE: American Eagle Outfitters, Inc.

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