



AMERICAN EAGLE
OUTFITTERS

NEWS RELEASE

American Eagle Outfitters to Launch New Children's Apparel Brand

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77kids by american eagle to Debut Online Later this Year at 77kids.com

PITTSBURGH, Jan 17, 2008 (BUSINESS WIRE) -- American Eagle Outfitters, Inc. (NYSE:AEO) today announced plans to launch a new children's apparel brand. 77kids by american eagle(TM) will offer on-trend, high-quality clothing and accessories for kids age two to 10. The brand will launch worldwide online at www.77kids.com later this year, with brick-and-mortar stores in the U.S. planned for 2009. 77kids(TM) is the first brand that the company has launched solely online.

"77kids is a natural fit for American Eagle," said Jim O'Donnell, chief executive officer of American Eagle Outfitters, Inc. "We're leveraging the AEO expertise and best practices to create something new, incremental and exciting for customers."

77kids is 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 American Eagle Outfitters:

American Eagle Outfitters, Inc. (NYSE:AEO) is a leading retailer that operates under the American Eagle Outfitters(R),

aerie(TM) and MARTIN + OSA(TM) brands.

American Eagle Outfitters 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. American Eagle currently operates 854 stores in 50 states, the District of Columbia and Puerto Rico, and 75 AE stores in Canada. American Eagle also operates ae.com(R) , which offers additional sizes and styles of favorite AE(R) merchandise and ships to more than forty countries around the world. The American Eagle(R) brand also includes a Dormwear(R) collection, aerie(TM) , which is available in 39 standalone stores, American Eagle stores and at aerie.com. The collection includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AE girl. Designed to be sweetly sexy, comfortable and cozy, the aerie brand offers AE customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom.

MARTIN + OSA, a concept targeting 28 to 40 year-old women and men, offers refined casual clothing and accessories, designed to be valuable, irresistible, inspiring, authentic and adventurous. MARTIN + OSA currently operates 19 stores. For additional information and updates, visit www.martinandosa.com.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: This release contains forward-looking statements, which represent our expectations or beliefs concerning future events, specifically regarding fourth quarter earnings. All forward-looking statements made by the company involve material risks and uncertainties and are subject to change based on factors beyond the company's control. Such factors include, but are not limited to the risk that the company's fourth quarter earnings expectations may not be achieved, and the risks described in the Risk Factor Section of the company's Form 10-K and Form 10-Q filed with the Securities and Exchange Commission. Accordingly, the company's future performance and financial results may differ materially from those expressed or implied in any such forward-looking statements. The company does not undertake to publicly update or revise its forward-looking statements even if future changes make it clear that projected results expressed or implied will not be realized.

SOURCE: American Eagle Outfitters, Inc.

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