



**AMERICAN EAGLE  
OUTFITTERS**

NEWS RELEASE

# Introducing Google Wallet at American Eagle Outfitters, Aerie and 77Kids Stores in Five Major U.S. Markets

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Customers Can Demo New Mobile Shopping Experience at AEO Times Square Flagship "Tapping Spree" Through October 31

PITTSBURGH, Oct 12, 2011 (BUSINESS WIRE) --American Eagle Outfitters, Inc. (NYSE: AEO) today announced the launch of the Google Wallet mobile shopping experience in selected American Eagle Outfitters, Aerie and 77kids stores in the Los Angeles, San Francisco, Chicago, Washington D.C., and New York areas.

Google Wallet is a smartphone app that enables shoppers to pay for merchandise, redeem discounts and earn loyalty points with a single tap of their phone at checkout. Customers who shop with Google Wallet will receive 15-percent off their entire purchase.

To introduce shoppers to Google Wallet, American Eagle Outfitters is hosting a "Tapping Spree" at its Times Square flagship, beginning today through October 31. Google brand ambassadors and trained AEO sales associates will guide customers through the process of using Google Wallet on Sprint Nexus S 4G loaner phones. Phones will be pre-loaded with a \$10 gift card, and customers will find additional "surprise offers" throughout the store. The Tapping Spree gives customers the chance to experience paying with Google Wallet while getting a fantastic value at the same time.

"American Eagle Outfitters customers embrace new technologies wholeheartedly," said Beth McCormick, senior director of information technology, American Eagle Outfitters, Inc. "We are proud to be among the launch partners

of Google Wallet, and look forward to continuously making the American Eagle Outfitters shopping experience even more fun and convenient."

Google Wallet is fully compatible with the AEO AEREWARD<sup>®</sup>(TM) loyalty program, eliminating the need to remember numbers or carry a card. Customers automatically earn loyalty points with every transaction. Gift cards and special offers are easily saved and redeemed as well.

"Google Wallet turns your phone into a wallet and makes shopping, a lot faster and easier," said Osama Bedier, vice president of Payments at Google. "There's no question, American Eagle Outfitters is ahead of the curve when it comes to developing new shopping experiences that match their customers' tech-savvy lifestyle."

The first version of Google Wallet is available on Sprint's Nexus S 4G phone and will carry a Citi<sup>®</sup> MasterCard<sup>®</sup>(R) and a Google Prepaid Card. Additional partners are expected to be added over time.

For a complete list of stores currently accepting Google Wallet and more information, visit [google.com/wallet](http://google.com/wallet).

## 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<sup>®</sup>(R) brand targets 15 to 25 year old girls and guys, with 936 stores in the U.S. and Canada and online at [www.ae.com](http://www.ae.com). aerie<sup>®</sup>(R) by american eagle offers apparel and intimates collections for the AE<sup>®</sup>(R) girl, with 158 standalone stores in the U.S. and Canada and online at [www.aerie.com](http://www.aerie.com). The latest brand, 77kids<sup>®</sup>(R) by american eagle<sup>®</sup>(R), is available online at [www.77kids.com](http://www.77kids.com), as well as at 22 stores across the nation. The 77kids brand offers small sizes and great big style for kids 0-14. AE.COM<sup>®</sup>(R), the online home of the brands of AEO, Inc. ships to 76 countries worldwide.

SOURCE: American Eagle Outfitters, Inc.

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