NEWS RELEASE

American Eagle Outfitters and MTV Announce Multi-Platform Road Rules 13 Sponsorship and Sweepstakes

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NEW YORK--(BUSINESS WIRE)--May 25, 2004--

Leading Lifestyle Retailer to Wardrobe Cast and Present
Sweepstakes Revolving Around MTV's Highly Rated Series

Leading lifestyle retailer American Eagle Outfitters (AE) and MTV: Music Television today announced a multi-platform sponsorship around "Road Rules 13," a Bunim/Murray production. For the third season, AE will be the show's official clothing sponsor and wardrobe the cast of MTV's popular sixteen-episode series set to air June 2004. AE and MTV also announced an exciting sweepstakes based on the show.

"AE's continued sponsorship of MTV's 'Road Rules' is a natural fit" said Michael James Leedy, chief marketing officer at American Eagle Outfitters. "The AE lifestyle is active, energetic, and fun and the show epitomizes that type of lifestyle. Furthermore, this season we are excited to give our customers the chance to win an authentic "Road Rules" experience."

The "Road Rules 13: Summer Tour in Chile Sweepstakes presented by American Eagle Outfitters" will send a winner and one friend on a trip to Chile, the setting of the upcoming series. The winner will embark on a Road Rules-style adventure filled with an array of challenging activities and receive a $1000 AE wardrobe to wear on the excursion similar to the clothing worn by cast members on the show.

The Sweepstakes will run from June 4th-June 25th. Entrants can go to **www.ae.com** or **www.ae.mtv.com** to read complete rules and register to win.

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. AE's Canadian subsidiary, Bluenotes/Thriftys, offers a more urban/suburban, denim-driven collection for 12 to 22 year olds. American Eagle Outfitters currently operates 749 AE stores in 49 states, the District of Columbia and Puerto Rico, 64 AE stores in Canada, and 108 Bluenotes/Thriftys stores in Canada. AE also operates via its Web business, www.ae.com, which offers additional sizes and styles of favorite AE merchandise.

About MTV Networks

MTV Networks owns and operates the cable television programming services MTV: Music Television, MTV2, Nickelodeon/Nick at Nite, TV Land, VH1, CMT: Country Music Television, and Spike TV, as well as The Digital Suite from MTV Networks, a package of thirteen digital services, all of which are trademarks of MTV Networks. MTV Networks also operates and offers joint ventures, licensing agreements and syndication deals whereby its programming can be seen worldwide.

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