



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

American Eagle Outfitters Continues International Expansion in Three New Markets

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Stores Now Open in Jordan, Morocco and Egypt

PITTSBURGH--(BUSINESS WIRE)--Dec. 21, 2011-- American Eagle Outfitters, Inc. (NYSE: AEO) today announced the opening of stores in three new international markets—Morocco, Jordan and Egypt. The company also opened its third store in Saudi Arabia, and has plans for a second store in Lebanon in early 2012. The leading lifestyle brand, with a fleet of more than 1,000 stores worldwide, currently operates in Egypt, Jordan, Kuwait, Lebanon, Morocco, Saudi Arabia, and the UAE through its franchise partner, M.H. Alshaya, one of the most experienced retailers in the world.

American Eagle Outfitters opened in Jordan on November 30 in Taj Mall. Morocco's store opened in Casablanca at Morocco Mall on December 1. The Egypt store is located in Cairo's City Stars Mall, and opened on December 10. The partnership with Alshaya, signed in May 2009, was AEO's first foray into bricks-and-mortar stores outside of North America. Since then, AEO has opened stores in Russia, China and Hong Kong, and signed franchise agreements for stores in Japan and Israel as well, working with various franchise partners.

"American Eagle Outfitters' ongoing international expansion is evidence of the success and positive customer response, as well as the expertise of our valued partner, M.H. Alshaya," said Simon Nankervis, vice president of global business development, American Eagle Outfitters, Inc. "We are continuously delighted by consumers' excitement and passion for the American Eagle Outfitters brand as we pursue our international expansion strategy around the globe. We look forward to announcing new stores and additional countries in the coming months."

Even before American Eagle Outfitters began opening stores abroad, customers around the world were fans of the brand. The company's e-commerce site shipped internationally beginning in 2004, and today ships to 77 countries, with Italy being the latest to join. All American Eagle Outfitters international stores offer a similar product assortment as those in the U.S., which is well known for being high-quality, on-trend fashion at affordable prices. Most stores also feature the company's Aerie brand, a confident, sexy intimates and apparel line for young women in their twenties.

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® brand targets 15 to 25 year old girls and guys, with 937 stores in the U.S. and Canada and online at www.ae.com. aerie® by american eagle offers Dormwear® and intimates collections for the AE® girl, with 158 standalone stores in the U.S. and Canada and online at www.aerie.com. The latest brand, 77kids® by american eagle®, is available online at www.77kids.com, as well as at 21 stores across the nation. The 77kids brand offers "kid cool," durable clothing and accessories for kids ages zero to 14. AE.COM®, the online home of the brands of AEO, Inc. ships to 77 countries worldwide.

Source: American Eagle Outfitters, Inc.

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