



AMERICAN EAGLE
OUTFITTERS

NEWS RELEASE

American Eagle Outfitters Features Feed Bags in More Than 400 Stores across the Country and Online at www.ae.com

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FEED Guatemala Bags to Benefit UNICEF Nutrition Programs in Guatemala Now Available at American Eagle Outfitters

PITTSBURGH, Feb 18, 2011 (BUSINESS WIRE) --

American Eagle Outfitters (NYSE: AEO) announced a campaign in partnership with FEED Projects to launch a new line available at American Eagle Outfitters stores and online that will benefit the U.S. Fund for UNICEF. American Eagle Outfitters is now offering FEED Guatemala bags in more than 400 of its stores across the country. The bags are also available to customers anytime, anywhere at www.ae.com. Sales of each FEED Guatemala bag will support local women artisans, while also generating funds to enable the FEED Foundation to make a donation to help UNICEF provide micronutrient supplements to young children in Guatemala.

There are two FEED Guatemala bag styles available--a wristlet (FEED Guatemala 1) for \$19.50 and a large tote (FEED Guatemala 3) for \$39.50. For each FEED Guatemala 1 wristlet and FEED Guatemala 3 tote purchased at American Eagle Outfitters stores in the U.S. and online, the FEED Foundation will donate \$3.50 or \$10.50 respectively to the U.S. Fund for UNICEF, to help UNICEF provide one child or three children (respectively) in Guatemala with an entire year's worth of micronutrient supplements. The bags are brightly colored and woven from traditional Ikat fabrics that reflect the vibrant Guatemalan culture.

"American Eagle Outfitters customers are extremely socially conscious and want their peers to know what they

stand for," said Marcie Eberhart, director of the American Eagle Outfitters Foundation. "The FEED Projects bags make a trend-right fashion statement and a social statement at the same time."

Every day, 22,000 children under the age of five die from preventable causes; and malnutrition is the underlying cause of nearly half of these deaths. Guatemala has the highest percentage of chronically malnourished girls and boys in Latin America, with approximately half of the country's children suffering from malnutrition. The number of deaths caused by malnutrition and disease are avoidable through the use of simple, cost-effective interventions such as "Sprinkles," micronutrients in small packets, which are easily sprinkled onto foods prepared in the home. Through Sprinkles nutrition programs, UNICEF aims to improve the nutritional status of young children in Guatemala.

About FEED Projects

FEED Projects' mission is to create good products that help FEED the world. We do this through the sale of FEED bags, bears, t-shirts, and other accessories by building a set donation into the cost of each product. Thus the impact of each product, signified by a stenciled number, is understandable, tangible, and meaningful.

We take great pride in using environmentally-friendly and artisan-made materials, along with fair-labor production, in creating all FEED products.

We stand behind our brand and the organizations and humanitarian programs each FEED product supports. Ultimately, we believe that everyone has the right to basic human necessities, such as healthy and nutritious food. FEED is proud to help FEED the world, one bag at a time.

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 929 stores in the U.S. and Canada and online at www.ae.com. aerie(R) by american eagle offers apparel and intimates collections for the AE(R) girl, with 148 standalone stores in the U.S. and Canada and online at www.aerie.com. The latest brand, 77kids(R) by american eagle(R), is available online at www.77kids.com, as well as at nine stores across the nation. The 77kids brand offers small sizes and great big style for kids 0-14. AE.COM(R), the online home of the brands of AEO, Inc. ships to 76 countries worldwide.

SOURCE: American Eagle Outfitters, Inc.

American Eagle Outfitters
Samantha Nelson, 412-432-4500
nelsons@ae.com