NEWS RELEASE

American Eagle Outfitters Announces Sponsorship of MTV's Highly Rated Series The Real World; Leading Lifestyle Retailer to Wardrobe Cast of ``The Real World: Austin''

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WARRENDALE, Pa., Jun 16, 2005 (BUSINESS WIRE) -- Leading lifestyle retailer American Eagle Outfitters (AE) today announced that it will sponsor "The Real World: Austin", a Bunim/Murray production. AE will be the exclusive apparel sponsor of MTV's popular series which begins airing June 21st, 2005. AE provided clothing for cast members to wear on their cast trip and beyond.

"The core values of the American Eagle Outfitters brand can be summed up in three words: Live Your Life," said Michael James Leedy, chief marketing officer at American Eagle Outfitters. "The premise of The Real World epitomizes the 'Live Your Life' attitude of going after your dreams and living your life to the limit in the truest way possible, making our partnership with the show a seamless, natural fit."

In further support of the Live Your Life campaign, AE will be sponsoring MTV's Summer on the Strip. MTV and AE will collaborate on a co-branded spot driving tune-ins to MTV's Summer on the Strip, supporting the Live Your Life theme, and featuring AE's Back-to-School collection which is highlighted by AE Jeans.

This is AE's latest partnership with MTV. In the past, the Company was the official clothing provider for Road Rules seasons 10, 11, 13, and Real World/Road Rules Challenge 7. Most recently, AE was the official sponsor of MTV's Spring Break 2005 heating up the beaches of Cancun by providing warm-weather wardrobes for its VJs including authentic, worn-in destroyed denim, woven camis, classic polos, cargo shorts, and swimwear in vibrant, sun-kissed

colors. The Company also distributed 100,000 limited-edition AE Spring Break Bags to spring breakers.

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. American Eagle Outfitters currently operates 779 AE stores in 49 states, the District of Columbia and Puerto Rico and 71 AE 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.

SOURCE: American Eagle Outfitters

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