



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

American Eagle Outfitters Partners with YMCA National Safe Place to Benefit Local Teen Shelters Nationwide

4/7/2004

Leading Lifestyle Retailer Engages Teens to Give Back to Their Communities

PITTSBURGH, Apr 7, 2004 (BUSINESS WIRE) -- American Eagle Outfitters, Inc. (AE) (Nasdaq:AEOS), a leading lifestyle retailer that designs, markets, and sells its own brand of relaxed, versatile clothing, is teaming up with YMCA National Safe Place, an organization dedicated to helping teens. From April 7th through April 20th, 2004, AE will invite customers into its stores across the United States to donate gently used clothing that will be collected by teen volunteers from various youth organizations and given to local teen shelters.

"American Eagle Outfitters feels that it is important to give back to our local communities and we are excited to enable our customers to do so as well," said Susan McGalla, CMO/executive VP and chairman of the AE foundation board of directors. "Partnering with YMCA National Safe Place not only meets our AE Foundation mission of giving back to teens, it also supports a very worthwhile cause."

YMCA National Safe Place is a youth outreach program that educates thousands of young people every year about the dangers of running away or trying to resolve difficult, threatening situations on their own. The organization has local networks established through youth shelters across the U.S. that operate 24 hours a day, 7 days a week. A bright yellow, diamond-shaped Safe Place logo in business windows symbolizes a location in which teens can ask for help and be connected to counseling and shelter if necessary. The employees at each Safe Place location are trained to call a counselor who will respond to teen problems whenever or wherever they may arise.

"YMCA National Safe Place and American Eagle Outfitters share the same goal of helping to support teens," said Sandy Bowen, executive director for National Safe Place. "The generosity of AE and its customers will enable us to supply clothing for young men and women in need who often arrive at a YMCA National Safe Place location empty-handed with only the clothes on their back."

AE will place "Shed Your Threads" collection boxes in 374 stores nationwide. Each customer that donates used clothing at their local AE store will receive 15 percent off any AE merchandise purchased that same day. In addition, AE will make a \$2,000 cash donation to each of 46 participating teen shelters and give an additional \$8,000 grant to the shelter whose corresponding local AE store collects the most clothing.

About American Eagle Outfitters

American Eagle Outfitters (Nasdaq:AEOS), headquartered in Pennsylvania, 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 743 AE stores in 49 states, District of Columbia and Puerto Rico, 65 AE stores in Canada, and 110 Bluenotes/Thriftys stores in Canada. AE also operates via its Web business, ae.com, which offers additional sizes and styles of favorite AE merchandise.

About YMCA National Safe Place

The National Safe Place program has helped over 72,000 young people since it began as a local YMCA youth shelter program in Louisville, Ky., in 1983. Currently, a network of 142 shelters in 42 states operate a Safe Place Program. There are nearly 14,000 Safe Place locations where youth can access help.

SOURCE: American Eagle Outfitters, Inc.

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