



**AMERICAN EAGLE  
OUTFITTERS**

NEWS RELEASE

# Thousands of American Eagle Outfitters (AEO) Employees Unite to Give Back in NYC and Pittsburgh

6/4/2013

## Company Announces First Better World Community Day

PITTSBURGH & NEW YORK--(BUSINESS WIRE)--Jun. 4, 2013-- American Eagle Outfitters (NYSE: AEO) is proud to announce its first ever AEO Better World Community Day taking place today, Tuesday, June 4, 2013. Associates from the AEO corporate headquarters in Pittsburgh, PA and the New York Design Center in New York City will report to more than 29 different service project locations throughout their communities. The event will feature ongoing AEO partnerships with New York Cares, Pittsburgh Cares, and the SCA (Student Conservation Association).

“There is a certain pride of stewardship in volunteering,” said Robert Hanson , CEO of American Eagle Outfitters. “At AEO we believe that truly great companies not only deliver returns to all stakeholders, but also enrich the communities in which we work, perform and live.”

American Eagle Outfitters’ commitment to social responsibility is an integral component of the company’s culture, and the company has increased its corporate giving budget to a competitive one percent after net income. To date, AEO and the American Eagle Foundation have contributed millions of dollars to charitable causes, with particular focus on those most relevant to the company, its associates, and its customers: the environment, youth empowerment and education and young women’s health. AEO’s Community Day service projects will reflect these areas of focus. For example, volunteers at the Riverfront Revitalization project in Pittsburgh will participate in restorative planting, weeding and litter removal along the Monongahela River. In New York, another group of AEO associates will aid in the renovation of a primary school in the Park Slope/Windsor Terrace community (PS 53K).

As part of this exciting day, American Eagle Outfitters will also be launching its “Boot the Bottle” campaign. The average American consumes 167 bottles of water a year, sending nearly 38 million plastic bottles to the dump annually. As a replacement for disposable plastic bottles, all AEO associates will be provided with their own reusable AEO water bottles. Through this companywide sustainability effort, AEO encourages all of its associates to make an impact, save the planet and “Boot the Bottle!”

Photos of the AEO Better World Community Day service project events available upon request.

## About American Eagle Outfitters

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices under its American Eagle Outfitters® and aerie® brands. The company operates more than 1,000 stores in North America and ships to 77 countries worldwide through its websites. American Eagle Outfitters and aerie merchandise also is available at approximately 50 international franchise stores in 13 countries. For more information, visit [www.ae.com](http://www.ae.com).

## About New York Cares

New York Cares is the city's largest volunteer organization, running volunteer programs for 1,300 nonprofits, city agencies, and public schools. Today's volunteers share our founders' vision that we all have a role to play in making our city a better place. For more information, please visit [www.newyorkcares.org](http://www.newyorkcares.org).

## About Pittsburgh Cares

Pittsburgh Cares, a nonprofit affiliate of the HandsOn Network, works to advance a culture of volunteerism and widespread civic engagement in the Pittsburgh region. Firmly believing that the collective efforts of volunteers can transform an entire city, we provide opportunities for adults, youth, businesses, and nonprofit organizations to connect and volunteer together to address pressing social needs. For more information, please visit [www.pittsburghcares.org](http://www.pittsburghcares.org).

## About the Student Conservation Association

The Student Conservation Association is the only national organization that develops tomorrow's conservation leaders by providing high school and college students with service opportunities in all 50 states, from urban communities to national parks and forests. More than 4,000 SCA members annually render over two million hours of service to America's public lands. Since 1957, SCA has helped to develop new generations of conservation leaders, inspire lifelong stewardship, and save the planet. SCA is headquartered in Washington, DC and maintains

offices in Anchorage, AK, Boise, ID, Chicago, IL, Charlestown, NH, Oakland, CA, Pittsburgh, PA, and Seattle, WA. For more information, visit <http://www.thesca.org>.

Source: American Eagle Outfitters

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