NEWS RELEASE

77kids by american eagle Launches E-Commerce Web Site Offering "Kid Cool" Clothing and Accessories

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77wash(TM) Guarantee with Free Shipping and Returns

PITTSBURGH--(BUSINESS WIRE)--

American Eagle Outfitters, Inc. (NYSE: AEO) today announced the e-commerce launch of its new brand for kids, 77kids by american eagle. The debut assortment, including denim, fleece, t-shirts, dresses, outerwear, footwear and accessories, is available for purchase online beginning today at www.77kids.com. All 77kids clothing is backed by the brand's 77wash(TM) and 77soft(TM) guarantees to maintain size, shape and quality and to be extremely soft and comfortable through dozens of washes. Shipping and returns are free.

"We encourage kids and parents to put our guarantees to the test--wear, wash, repeat," said Chris Fiore, senior vice president, 77kids by american eagle. "We've combined the styles and comfort that kids want with the function and durability that moms want."

77kids.com features:

-- 7 "Gotta Have" Outfits: Video footage of real kid models features head-to-toe looks and the ability to purchase by item or entire outfits.

-- Size Wizard: Customers fill out a simple form with height and weight measurements, including step-by-step instructions on

how to measure, and 77kids will recommend tops, bottoms and outerwear in the appropriate sizes. A printable footwear chart ensures the right shoe size.

-- Gifting: The 77kids online wrap center offers an innovative gifting experience, including options for paper, bows, cards and tissue. Additionally, the 77kids gift box transforms into an origami-like paper doll in the shape of a bird, which kids "dress" with printable clothing found at 77kids.com/bird.

-- Gift Cards: Customers can send in customizable e-card form, or have delivered by mail under the wing of the whimsical 77kids bird.

-- Free Stickers: Each 77kids order comes with a sheet of 77kids stickers. Exclusive designs change with each season.

On Sunday, November 16 at 3 p.m. eastern time, 77kids.com will celebrate its launch with an exclusive one-time concert event with the Jonas Brothers. The intimate concert will stream on www.77kids.com one-time only, for fans worldwide. The Web site experience will also include concert performance footage of the Jonas Brothers, interviews and other exclusive content.

77kids by american eagle(TM) offers on-trend, high-quality clothing and accessories for kids ages two to 10. American Eagle Outfitters was founded in 1977, which is the inspiration for the 77kids(TM) name. The new brand will draw from the strong heritage of American Eagle Outfitters, with a point-of-view that's thoughtful, playful and real. Like American Eagle(R) clothing, 77kids will focus on great fit, value and style.

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 955 stores in the U.S. and Canada and online at www.ae.com. aerie(R) by american eagle offers Dormwear(R) and intimates collections for the AE(R) girl, with 108 standalone stores in the U.S. and Canada and online at **www.aerie.com**. MARTIN + OSA(R) provides Refined Casual(TM) fashions for 28 to 40 year old men and women at its 26 stores and online at **www.martinandosa.com**. AE.COM(R), the online home of the brands of AEO, Inc. ships to more than 60 countries worldwide.

Source: American Eagle Outfitters, Inc.