NEWS RELEASE

American Eagle Outfitters Creates Innovative Free Loyalty Program; Leading Lifestyle Retailer Launches The New AE All-Access Pass

9/27/2005

WARRENDALE, Pa., Sep 27, 2005 (BUSINESS WIRE) -- Leading lifestyle retailer American Eagle Outfitters (AE) has announced the launch of its new "AE All-Access Pass(R)", a new multi-channel rewards program that benefits all customers who shop in-store, online, and via phone. The goal of AE All-Access is to further the customer experience by making it more personal and exciting.

Full-Access. The new program is free to all AE customers 13 years of age and older who sign up in AE stores or at ae.com. After joining, members get an individual AE All-Access Pass with personal program number and instructions. Designed to look like a VIP backstage pass, the membership application comes with wallet cards, key chain passes and AE branded stickers. The bar code and membership number on the stickers let customers get creative by tagging whatever they want-- iPods, credit cards, cell phones, student i.d. cards. Anything. Anywhere. The options are endless.

Earn Credits. Get Rewards. Members start earning credits immediately on everything they buy at AE stores, ae.com and by phone. Every three months during peak seasonal introductions of new merchandise, they'll get a reward certificate to spend on AE merchandise based on their prior spending. The member also gains full access to cool music, great sales, events and contests via member's only aeallaccesspass, a section of the ae.com website. The pass is loaded with exclusive benefits, like a 15% discount on their birthdays. AE Credit Card holders receive additional benefits such as extra points on each purchase made when using their credit card as well as an additional 20% off for birthdays.

"AE has created a loyalty program that gives customers the chance to earn credits on all items purchased in-store, online and via phone," said Michael James Leedy, Chief Marketing Officer at American Eagle Outfitters. "This original program stays true to the AE brand by offering value, service, freedom and fun."

About American Eagle Outfitters

American Eagle Outfitters (NASDAQ:AEOS) is a leading retailer that designs, markets and sells its own brand of laidback, current clothing for 15 to 25 year-olds, providing high-quality merchandise at affordable prices. AE's original collection includes standards like jeans and graphic T's as well as cool essentials like accessories, outerwear, footwear, basics and swimwear.

American Eagle Outfitters currently operates more than 784 stores in 50 states, the District of Columbia, Puerto Rico, and 71 AE stores in Canada. AE also operates ae.com, which offers additional sizes and styles of favorite AE merchandise.

SOURCE: American Eagle Outfitters

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