



AMERICAN EAGLE
OUTFITTERS

NEWS RELEASE

American Eagle Outfitters and FILTER Magazine Offer Exclusive Compilation CD to Support Haiti's Recovery

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CD Available Beginning Today at All American Eagle Outfitters Stores Across the Country. 100% of \$10 Retail Price Goes to Oxfam America Album Cover Designed by Hatch Show Print(R)

PITTSBURGH, Feb 22, 2010 (BUSINESS WIRE) -- American Eagle Outfitters, Inc. (NYSE: AEO), in partnership with Filter Magazine, today announced that it will offer customers an exclusive compilation CD to benefit relief and recovery efforts in Haiti. The CD, entitled "Hear to Help," is available beginning today through March 19 in all 938 stores across the U.S. and Canada, while supplies last. The CD will be available online at www.ae.com beginning February 24.

One hundred percent of the \$10 retail price will go directly to Oxfam America, an international relief and development organization that creates lasting solutions to poverty, hunger, and injustice. In Haiti, Oxfam's efforts include providing water, latrines, plastic sheeting, cash, and relief materials to those who have gathered in temporary camps both within the city and in hard-hit outlying areas.

"Thanks to the generosity of our partners, Filter Magazine and Hatch Show Print(R), the 'Hear to Help' CD enables AE customers to experience a compilation of special tracks that are not available elsewhere," said Steve Kubinski, vice president of marketing operations, American Eagle Outfitters. "We know that support for Haiti's relief and recovery efforts will continue after the initial outpouring of support, and we are excited to give our customers an opportunity to be a part of that."

"We are so grateful for the unbelievable generosity of the artists, labels, managers, and publishers to donate their

works to this great cause," said Alan Miller, co-owner of FILTER Creative Group and FILTER Magazine.

The exclusive compilation includes the following 17 tracks:

- Beck: "Volcano" (acoustic version)
- Snow Patrol: "You Will. You? Will. You? Will. You? Will." (Bright Eyes cover)
- Keane: "Black Burning Heart" (version français)
- Air: "So Light Is Her Footfall" (Breakbot Remix)
- Charlotte Gainsbourg: "Dandelion"
- Julian Casablancas: "Long Island Blues"
- Black Rebel Motorcycle Club: "Am I Only" (ReMix)
- The Breeders: "We're Gonna Rise"
- Vampire Weekend: "Cousinz" (Toy Selectah Mex-More Remix)
- Noah And The Whale: "Love of An Orchestra" (Chew Fu Fix)
- Camera Obscura: "The World is Full of Strangers"
- Minus The Bear: "Broken China"
- Of Montreal: "Take Me Out" (Live Cover Of Franz Ferdinand)
- Busdriver: "Running Water"
- Surfer Blood: "Take It Easy" (Drop the Lime Remix)
- Grizzly Bear: "Boy From School" (Hot Chip cover)
- AM: "Endings Are Beginnings" (Piano Mix)

About American Eagle Outfitters, Inc.

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 938 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 137 standalone stores in the U.S. and Canada and online at www.aerie.com. MARTIN + OSA(R) provides clothing and accessories for 28 to 40 year old men and women at its 28 stores and online at www.martinandosa.com. The latest brand, 77kids(TM) by american eagle(TM), is available online only at www.77kids.com. 77kids offers "kid cool," durable clothing and accessories for kids ages two to 10. AE.COM(R), the online home of the brands of AEO, Inc. ships to more than 60 countries worldwide.

About FILTER Creative Group

FILTER Creative Group is a fast-growing entertainment and lifestyle marketing agency devoted to championing

quality music, fashion, film, products, and services of substance. FILTER has implemented marketing and advertising campaigns for numerous major companies, including Toyota, Macys, Dickies, Nike, Universal, Warner Brothers, Capitol Music Group, Interscope Records, Columbia Records, MTV, VH1, Comedy Central, Ben Sherman, Landmark Theatres, VTech, Denny's and many others. FILTER Creative Group also has a publishing company that produces the international music magazine, FILTER. For more information please visit www.FILTERcreativegroup.com.

About Hatch Show Print(R)

Hatch Show Print(R) is one of the oldest working letterpress print shops in the United States. Founded in 1879, the shop blossomed in the 1920s under the steady hand of Will T. Hatch, who applied his own bold style in hand carving the wood blocks used in the letterpress process. For much of the twentieth century, the firm's vibrant, colorful posters served as a leading advertising medium for southern entertainment. Now owned and operated by the not-for-profit Country Music Hall of Fame(R) and Museum, Hatch Show Print not only maintains the original, hand-carved wood blocks and massive, old letter presses for producing restrikes of classic designs, but also creates new art that continues the venerable firm's tradition. For more information, please visit www.hatchshowprint.org.

About Oxfam America

Oxfam America is an international relief and development organization that creates lasting solutions to poverty, hunger, and injustice. Together with individuals and local groups in more than 100 countries, Oxfam saves lives, helps people overcome poverty, and fights for social justice. We are an affiliate of Oxfam International. More on our work can be found at www.oxfamamerica.org.

SOURCE: American Eagle Outfitters, Inc.

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