NEWS RELEASE

MTV And American Eagle Outfitters Announce Multi-Platform ``Real World/Road Rules Challenge'' Sponsorship

9/22/2003

NEW YORK--(BUSINESS WIRE)--Sept. 22, 2003--

Leading Lifestyle Retailer To Wardrobe Host, Jonny Moseley, and Provide Clothing for Cast of MTV's Highly Rated Series

MTV: Music Television and leading lifestyle retailer American Eagle Outfitters (AE) today announced a multi-platform sponsorship around "Real World/Road Rules Challenge 7," a Bunim/Murray production. AE will be the official clothing sponsor for the new season and will wardrobe host Jonny Moseley, professional skier and Olympic gold medalist. This will be the second consecutive season that Moseley has hosted MTV's popular sixteen-episode series, set to air September 2003.

"We are thrilled to partner with MTV once again and provide wardrobe for the seventh 'Real World/Road Rules Challenge'," said Roger Markfield, president and co-chief executive officer at American Eagle Outfitters. "In addition to the show, Jonny Moseley has a huge following amongst our target demographic, making our latest alliance with them an even better fit."

This is AE's latest venture into entertainment alliances. In the past, the Company was the official clothing provider for "Dawson's Creek" and MTV's "Road Rules" seasons 10 and 11.

About American Eagle Outfitters

American Eagle Outfitters (Nasdaq:AEOS) is a leading lifestyle retailer that designs, markets, and sells its own brand of casual, fashion-right clothing for 20 year olds, providing high-quality merchandise at affordable prices. AE's collection includes modern basics like jeans, surplus, and graphic Ts as well as a stylish assortment of cool accessories, outerwear, foot- and swimwear. AE's Canadian subsidiary, Bluenotes/Thriftys, targets a slightly younger demographic, offering a more urban/suburban, denim-driven collection for 12 to 22 year-olds. American Eagle Outfitters currently operates 726 AE stores in 49 states and the District of Columbia, 62 AE stores in Canada, and 111 Bluenotes/Thriftys stores in Canada. AE also operates via its internet business, ae.com.

About MTV Networks

MTV Networks owns and operates the cable television programming services MTV: Music Television, MTV2, Nickelodeon/Nick at Nite, TV Land, VH1, CMT: Country Music Television, and Spike TV, as well as The Digital Suite from MTV Networks, a package of thirteen digital services, all of which are trademarks of MTV Networks. MTV Networks also operates and offers joint ventures, licensing agreements and syndication deals whereby its programming can be seen worldwide.

CONTACT: American Eagle Outfitters Emily Koplik Leon, 212-561-4993 **leon@ae.com** or MTV Graham James, 212-846-8911 **graham.james@mtvstaff.com** SOURCE: American Eagle Outfitters