



**AMERICAN EAGLE  
OUTFITTERS**

NEWS RELEASE

# American Eagle Outfitters Names Accomplished Consumer Brand Marketing Executive, Kyle Andrew, Chief Marketing Officer

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PITTSBURGH--(BUSINESS WIRE)-- American Eagle Outfitters (NYSE: AEO) today announced that Kyle Andrew has been appointed EVP, Chief Marketing Officer, reporting to Chief Executive Officer, Jay Schottenstein, effective, June 6, 2016.

Kyle's career has been spent developing innovative marketing strategies and plans for leading global brands. In 2008, Kyle joined Kate Spade LLC as head of Global Brand Marketing. In this role, Kyle led the global brand strategy and played a central role in the re-positioning of the Kate Spade brand from a \$100 million handbag company to a billion dollar global lifestyle brand. Based on this success, Kyle was asked to lead the development and launch of a new brand, Kate Spade Saturday. Prior to that, Kyle held the position of SVP, Marketing for Kenneth Cole Productions and was VP, Gap Marketing from 2002 to 2007, where she was responsible for a number of successful brand initiatives and breakthrough advertising campaigns.

Jay Schottenstein commented, "Kyle brings creative talent, brand vision and a proven track record leading comprehensive global marketing efforts across multiple channels. Her extensive experience driving successful fashion consumer brands will be immensely valuable as we intensify our customer focus and energize brand experiences across all customer touch points."

Kyle Andrew stated, "I am excited to join the team at AEO at this critical juncture in the retail industry. The company and its strong brands have huge potential to assume an even greater role on the global stage, and I look forward with great enthusiasm to making a contribution to the achievement of that objective."

## About Kyle Andrew:

Kyle Andrew served as SVP, Brand Director for Kate Spade Saturday from 2013 through 2015, and SVP, Global Brand Marketing for Kate Spade New York from 2008 to 2012. Prior to that, Kyle was SVP, Marketing for Kenneth Cole Productions and held the position as VP, Gap Marketing, Gap, Inc. from 2002 to 2007. Earlier in her career, Kyle spent over 10 years at advertising agencies working with lifestyle, consumer, and retail/apparel clients.

## About American Eagle Outfitters, Inc.

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 the United States, Canada, Mexico, China, Hong Kong and the United Kingdom, and ships to 81 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at 149 international stores operated by licensees in 22 countries. For more information, please visit [www.ae.com](http://www.ae.com).

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