



AMERICAN EAGLE  
OUTFITTERS

NEWS RELEASE

# Aerie and Bright Pink Team Up to Prevent Breast Cancer

9/27/2012

Intimates Apparel Brand to Donate \$1 for Every Bra Sold

Customers Engaged to Support the Cause

Twitter campaign to Raise Additional Funds

PITTSBURGH & CHICAGO--(BUSINESS WIRE)--Sep. 27, 2012-- Aerie, the intimates and apparel brand from American Eagle Outfitters (NYSE: AEO), will once again be partnering with Bright Pink, a non-profit focused on the prevention and early detection of breast and ovarian cancer in young women. The goal of the partnership, which begins September 29 and continues through October 21, is to educate customers about the importance of proactively managing one's breast and ovarian health, raise funds for Bright Pink, and have fun at the same time.

"Aerie is honored to once again partner with Bright Pink during Breast Cancer Awareness Month," said Jennifer Foyle, chief merchandising officer of Aerie. "It is a cause that affects the lives of both our associates and customers every day. Our events not only help support Bright Pink directly but they also educate our girls which is one of the most effective ways to battle breast cancer."

"We feel so blessed to partner with Aerie for the third year in a row to inspire thousands of young women nationwide to take a proactive approach with their breast and ovarian health," said Bright Pink Founder and CEO, Lindsay Avner. "The funds raised from this partnership will help Bright Pink expand our breast health educational and support programs, undoubtedly saving countless lives."

The partnership includes several components:

- \$1 donation to Bright Pink for every bra sold in Aerie stores across the U.S. and online at [aerie.com](http://aerie.com) from September 29 through October 6, up to \$50,000. Additionally, customers will be invited to make a personal donation of any amount in stores, to benefit Bright Pink through October 21.
- In Aerie fitting rooms, customers will be invited to text PINK to 59227 to subscribe to Bright Pink's popular "Underwire Alerts" encouraging them to do their monthly self breast exams.
- Twitter campaign to raise awareness and additional funds for Bright Pink. Aerie will donate \$1 for every Retweet from September 29 through October 13, up to \$25,000.

The program will be promoted by Aerie and Bright Pink through Facebook, Twitter, customer e-mails and in-store marketing. For more information, visit [www.aerie.com](http://www.aerie.com) and [www.facebook.com/brightpink](http://www.facebook.com/brightpink).

Aerie ([www.aerie.com](http://www.aerie.com)) is bras, undies and more...made with love and attention to even the smallest detail. Designed for the girl next door, Aerie is committed to making girls of all ages and sizes feel pretty inside and out.

## About Bright Pink

Be Brilliant. Be Bold. Be Bright Pink. Bright Pink is the only national non-profit focusing on the prevention and early detection of breast and ovarian cancer in young women, while providing support to high-risk individuals. We arm young women with knowledge, options and a great attitude, and offer companionship and empathy during their journey. Bright Pink empowers them to take control of their breast and ovarian health and in turn, grant them the freedom and peace of mind to live a beautiful and fulfilling life. For more information, please visit [BrightPink.org](http://BrightPink.org).

## About American Eagle Outfitters

American Eagle Outfitters (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 North America, and ships to 77 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at approximately 42 international franchise stores in 13 countries. For more information, please visit [www.ae.com](http://www.ae.com).

Source: American Eagle Outfitters

Aerie

Stefanie Siebert, 412-432-4500

[Sieberts@ae.com](mailto:Sieberts@ae.com)

or

Bright Pink

Tessa Kurman, 212-445-8024

**[TKurman@webershandwick.com](mailto:TKurman@webershandwick.com)**