NEWS RELEASE

American Eagle Outfitters and DMX MUSIC Want to Take You on a 'Road Trip Party' With Platinum Interscope Recording Artists the All-American Rejects

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Grand Prize Includes VIP Seating for One Winner and 15 Guests at a Private Concert to Be Held at an American Eagle Store in Los Angeles

AUSTIN, Texas, April 24, 2006 /PRNewswire via COMTEX News Network/ -- American Eagle Outfitters (Nasdaq: AEOS) sponsors a "Road Trip Party" with the All-American Rejects and audio and video foreground content provider DMX MUSIC. The online promotion runs until May 2, 2006 and participants can enter at http://www.ae.com and http://www.allamericanrejects.com .

As part of the promotion, American Eagle will offer an exclusive four-song DVD performance of the All-American Rejects' "Live at the Wiltern LG" with a purchase of $75 or more. DMX MUSIC has also developed targeted programming for American Eagle stores to run throughout the promotion that will include All-American Rejects' music, liners, videos and in-store voice-overs. Point- of-sale items include in-store signage and business card bag stuffers.

"American Eagle believes in young, up and coming artists. Our Road Trip Party with the All-American Rejects allows our customers the opportunity to do the things they love and still get excited about the brand," said Adam Diamond, Vice President of Marketing Operations.

"We are very excited to be able to bring this promotion to market," said Lynda Stenge, Strategic Promotions Manager for DMX MUSIC. "As one of the hottest bands around today, the All-American Rejects perfectly

complement the cool, laid-back lifestyle of the American Eagle customer. A great strength of DMX MUSIC is that our in-house team has once again done a fantastic job of pairing the right band with the right brand."

The "Road Trip Party" Grand Prize package includes VIP seating for one grand prize winner and 15 guests, plus a meet & greet with the band prior to the private All-American Rejects concert at an undisclosed American Eagle store in Los Angeles, CA on June 24, 2006. Hotel, airfare and transportation in Los Angeles, plus a $500 "private shopping spree" gift card to American Eagle is also part of the Grand Prize package.

Each First Prize will consist of one guitar signed by the All-American Rejects and one $500 American Eagle gift card. Each Second Prize will consist of one $50 American Eagle gift card and one autographed All-American Rejects CD.

About American Eagle

American Eagle Outfitters (Nasdaq: AEOS) is a leading retailer that designs, markets and sells its own brand of laidback, current clothing targeting 15 to 25 year-olds, providing high-quality merchandise at affordable prices. AE's original collection includes standards like jeans and graphic Ts as well as essentials like accessories, outerwear, footwear, basics and swimwear. American Eagle Outfitters currently operates 799 stores in 50 states, the District of Columbia and Puerto Rico, and 71 AE stores in Canada. AE also operates http://www.ae.com , which offers additional sizes and styles of favorite AE merchandise and ships around the world. The company plans to open MARTIN + OSA, a new sportswear concept targeting 25 to 40 year old women and men, in the fall of 2006. For additional information and updates, visit **http://www.martinandosa.com** .

About DMX MUSIC

For more than 30 years, DMX MUSIC has been an industry leader in the development and engineering of foreground music, audio message marketing and enhanced visual environments. Key to the company's success is its research- based understanding of consumer lifestyle behavior patterns as they relate to the strategies and goals of businesses. DMX MUSIC's customers represent top global industries and include such retailing category leaders as Nike, Hilton Hotels, The Limited Brands, PF Chang's, Restoration Hardware, Gold's Gym, California Pizza Kitchen and Starwood Hotels. For more information, visit us on the Web at **http://www.dmxmusic.com** .

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