NEWS RELEASE

American Eagle Outfitters Accelerates Expansion of aerie Intimates Sub-brand Through Stand-Alone Locations

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WARRENDALE, Pa.--(BUSINESS WIRE)--Jan. 11, 2007--American Eagle Outfitters, Inc. (NASDAQ:AEOS) today announced that it will open at least 15 stand-alone stores in 2007 for its new intimates apparel sub-brand, aerie by American Eagle.

American Eagle launched the aerie sub-brand in September 2006, featuring a new collection of intimates and dorm-wear for the 15 to 25 year-old AE girl, which includes undies, bras, camis, hoodies, robes, boxers, sweats, bras and leggings. The collection is offered in all American Eagle stores, including 18 side-by-side stores and on ae.com. The company also tested three aerie stand-alone locations and is now expanding its real estate strategy for the brand based on positive results.

"Customers have responded very enthusiastically to the aerie brand in our American Eagle stores, side-by-side locations and our three stand-alone test stores. We see an exciting growth opportunity in the intimate apparel market and based on our success and strength in this category, we are accelerating our real estate expansion plans for aerie," stated Jim O'Donnell, Chief Executive Officer.

Susan McGalla, President and Chief Merchandising Officer, commented, "We are thrilled by the strong customer reaction to aerie. She likes the comfortable, cozy and sweetly-sexy feeling of aerie and its unique lifestyle expression, which is true to the AE brand, and clearly differentiated. As we look ahead, we are excited about stepping up our growth plans for aerie. We see opportunities to build the brand further by expanding and evolving the collection, including complementary businesses such as accessories and personal care."

About American Eagle Outfitters:

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 836 stores in 50 states, the District of Columbia and Puerto Rico, and 72 AE stores in Canada. AE also operates ae.com, which offers additional sizes and styles of favorite AE merchandise and ships around the world. The company launched a new collection of dormwear and intimates. "aerie by American Eagle" is now available in American Eagle stores across the country and at aerie.com. It includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AE girl. Designed to be sweetly sexy, comfortable and cozy, aerie offers AE customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom. The company also introduced MARTIN + OSA, a new sportswear concept targeting 25 to 40 year-old women and men. MARTIN + OSA carries apparel, accessories and footwear, using denim and sport inspiration to design fun and sport back into sportswear. MARTIN + OSA currently operates five stores. For additional information and updates, visit martinandosa.com.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: This release contains forward-looking statements, which represent our expectations or beliefs concerning future events, specifically regarding the growth and success of our intimates sub-brand aerie by American Eagle and our store opening plans. All forward-looking statements made by the company involve material risks and uncertainties and are subject to change based on factors beyond the company's control. Such factors include, but are not limited to the risk that our store opening and growth plans may not occur as planned and those other risks described in the Risk Factor Section of the company's Form 10-K and Form 10-Q's filed with the Securities and Exchange Commission. Accordingly, the company's future performance and financial results may differ materially from those expressed or implied in any such forward-looking statements. The company does not undertake to publicly update or revise its forward-looking statements even if future changes make it clear that projected results expressed or implied will not be realized.

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