NEWS RELEASE

American Eagle Outfitters Chooses SpikeDDB as Advertising Agency For Back-to-School Commercial

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Spike Lee to Direct New TV Spot Featuring AE's BTS Reissue Collection

NEW YORK, June 24 /PRNewswire-FirstCall/ -- Following a review of several agencies over the past few months, American Eagle Outfitters (AE) today announced that Spike Lee and his agency, SpikeDDB, will direct its upcoming television spot for the back-to-school season. SpikeDDB is a minority-owned, full-service advertising agency founded by world-renowned film director Spike Lee and DDB Worldwide. The agency's first piece of work for AE will be a TV ad coinciding with the Company's Reissue Marketing Campaign, focusing on merchandise inspired by classic clothing from the past redesigned for living today.

The :15 and :30 second spots, which will air from August through September on MTV, MTV2, Comedy Central, College Television Network, and Fuse, will feature a voiceover by a slam poet while symmetrical, split-screen images from the past and present highlight AE's Reissue Collection of jeans, surplus bottoms, and graphic Ts, illustrating that "What's Old Is New And What's Old Is Back."

"We are thrilled to collaborate with SpikeDDB on our back-to-school marketing campaign," said Michael James Leedy, chief marketing officer for American Eagle Outfitters. "Spike Lee's extensive film experience and unique vision has brought fresh insight to our creative process, helping us to produce an innovative, original TV spot that will resonate well with our Company's diverse, nationwide customer base."

"It's exciting when you can play a major role in a brand's positioning process," said Spike Lee, chairman and chief creative officer for SpikeDDB. "We are glad that American Eagle had a vision that fits what we do so well creatively.

We are thrilled to add them to our roster of clients."

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 704 AE stores in 48 states and the District of Columbia, 59 AE stores in Canada, and 111 Bluenotes/Thriftys stores in Canada. AE also operates via its internet business, ae.com.

SPIKE DDB

Spike DDB is a minority-owned, full-service advertising agency founded by acclaimed film director Spike Lee and DDB Worldwide. The agency is focused in integrated communications that target African-American and urban-minded consumers.

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