NEWS RELEASE

American Eagle Outfitters Summer Music Festival, New American Music Union(TM), Sold Out

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Performances Available Online to Music Fans Around the World on ae.com Beginning August 12

PITTSBURGH--(BUSINESS WIRE)--July 24, 2008--American Eagle Outfitters, Inc. (NYSE: AEO) today announced that its two-day summer music festival in Pittsburgh, PA this August 8 and 9 is sold out. The New American Music Union festival combines some of the most innovative and popular artists with 15 of the country's best college bands. The lineup follows(1):

- Friday, August 8, Doors open at 5 p.m., First performance at 6:30 p.m.:
  - Tiny Masters of Today
  - NASA
  - The Black Keys
  - The Roots
- Saturday, August 9, Doors open at 2 p.m., First performance at 3:20 p.m.:
  - The Duke Spirit

- Black Mountain
- Gnarls Barkley
- Spoon
- The Raconteurs
- Bob Dylan and his band

Fifteen of the country's most promising college bands will perform on Saturday, August 9 beginning at 11 a.m. on a second stage. These performances are free to the public. For a complete list of college bands performing, please visit www.ae.com/musicfestival.

"We are thrilled with the positive response from music fans and college students across the country," said Kathy Savitt, executive vice president and chief marketing officer, American Eagle Outfitters, Inc. "The New American Music Union festival sold out quickly, which is a testament to the first-rate lineup assembled by our partner Anthony Kiedis."

For those who cannot attend the event in-person, performances and other exclusive content from the New American Music Union festival will be available free-of-charge on ae.com to fans around the world beginning August 12.

In addition to being home of the New American Music Union festival, Pittsburgh is also one of the country's most livable cities. Pittsburgh ranks second in green-certified space among cities across the nation, at 2.3 million square feet. To help keep Pittsburgh green, the festival will offer recycling bins for glass/plastics/metals, free reusable water bottles and clean-water fill-up stations throughout the event grounds. A free bike valet service for those who pedal to the festival will be provided by Bike Pittsburgh.

The New American Music Union festival will take place in Pittsburgh's historic SouthSide Works, which was home to glass factories, steel and iron mills in the 1800s. Today, a development of the Soffer Organization, the area features an eclectic mix of residential neighborhoods, restaurants, shops and businesses, including the headquarters of American Eagle Outfitters, Inc. The Pittsburgh region is also home to more than 30 colleges and universities and more than 100,000 students.

The New American Music Union festival is produced in partnership with Live Nation, www.livenation.com.

(1)Line-up and times are subject to change.

About American Eagle Outfitters, Inc.

American Eagle Outfitters designs, markets and sells its own brand of laidback, current clothing targeting 15 to 25 year-olds, providing high-quality merchandise at affordable prices. The original collection includes standards like jeans and graphic Ts as well as essentials like accessories, outerwear, footwear, basics and swimwear. American Eagle currently operates 871 stores in 50 states, the District of Columbia and Puerto Rico, and 76 AE stores in Canada. American Eagle also operates ae.com(R), which offers additional sizes and styles of favorite AE(R) merchandise and ships to more than sixty countries around the world. The American Eagle(R) brand also includes a Dormwear(R) collection, aerie(TM), which is available in 68 standalone stores, American Eagle stores and at aerie.com. The collection includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AE girl. Designed to be sweetly sexy, comfortable and cozy, the aerie brand offers AE customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom.

MARTIN + OSA(TM), a concept targeting 28 to 40 year-old women and men, offers refined casual clothing and accessories, designed to be valuable, irresistible, inspiring, authentic and adventurous. MARTIN + OSA currently operates 22 stores. For additional information and updates, visit **www.martinandosa.com**.

The company plans to launch a children's apparel brand, 77kids by american eagle(TM), offering on-trend, high-quality clothing and accessories for kids age two to 10. 77kids will debut online at **www.77kids.com** during Fiscal 2008, with brick-and-mortar stores in the U.S. planned for 2010.

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