



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

American Eagle Outfitters Begins Global Agency Review

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PITTSBURGH--(BUSINESS WIRE)--Jan. 5, 2012-- American Eagle Outfitters, Inc. (NYSE: AEO) today announced that it has begun a search for a marketing communications agency partner or partners. The scope of services will include traditional and digital media strategy, planning and execution, as well as collaboration in creative development for its American Eagle Outfitters, Aerie and 77kids brands in North America and internationally.

Ark Advisors of New York will manage the search.

"Hiring an agency is a natural evolution in the growth of the AEO family of brands," said Michael Leedy , Chief Marketing Officer. "We are looking forward to the mutual creativity, expertise and chemistry that will result from a relationship between our strong internal team and key outside partners."

Responsibilities will include the more than 1,000 brick-and-mortar stores around the globe, as well as the rapidly growing e-commerce business, which currently ships to 77 countries. While the international component is a key part of the assignment, AEO's North American business, as well as universal brand building will also be part of the work.

The review is expected to conclude in the first quarter of this year. All agency inquiries should be directed to Ark Advisors.

About American Eagle Outfitters

American Eagle Outfitters, Inc., through its subsidiaries, ("AEO, Inc.") offers high-quality, on-trend clothing,

accessories and personal care products at affordable prices. The American Eagle Outfitters® brand targets 15 to 25 year old girls and guys, with more than 950 stores worldwide, and online at www.ae.com. aerie® by american eagle offers Dormwear® and intimates collections for the AE® girl, with 158 standalone stores in the U.S. and Canada and online at www.aerie.com. The latest brand, 77kids® by american eagle®, is available online at www.77kids.com, as well as at 21 stores across the nation. The 77kids brand offers “kid cool,” durable clothing and accessories for kids ages zero to 14. AE.COM®, the online home of the brands of AEO, Inc. ships to 77 countries.

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