NEWS RELEASE

American Eagle Outfitters Launches Holiday Gift Card Program to Benefit Non-Profit Partners

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Jumpstart, Big Brothers Big Sisters and Student Conservation Association to Share 10% of AE Better World Gift Card Sales

PITTSBURGH, Nov 26, 2008 (BUSINESS WIRE) -- American Eagle Outfitters, Inc. (NYSE:AEO) today announced the AE Better World holiday gift card program to benefit the company's three premier charity partners, Jumpstart, Big Brothers Big Sisters and Student Conservation Association. Ten percent of the purchase price of each AE Better World gift card will be shared equally among the three organizations.

Beginning today through December 24*, the AE Better World gift card is available in AE stores across the United States and Canada, as well as online at www.ae.com. Specially designed packaging will include information about AE Better World and the details about the organizations benefiting from the purchase of the gift card.

"American Eagle Outfitters is a model of corporate philanthropy and Jumpstart is proud to be a partner and beneficiary of the AE Better World gift card campaign," said James Cleveland, president of Jumpstart.

"We applaud American Eagle Outfitters for partnering with charities in this way," said Big Brothers Big Sisters of America president and chief executive officer, Judy Vredenburgh. "This is an example that there are many ways to support the Big Brothers Big Sisters network and to make a difference in the lives of children, improving their odds for succeeding in school and in life."

"We are so pleased to have the on-going support of American Eagle Outfitters," said Valerie Bailey, executive vice

president of the Student Conservation Association. "We are impressed by the creative ways that the organization taps the good hearts of its customers and reaches out to organizations that care about making this a better world."

*While supplies last.

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(R) brand targets 15 to 25 year old girls and guys, with 959 stores in the U.S. and Canada and online at www.ae.com. aerie(R) by american eagle offers Dormwear(R) and intimates collections for the AE(R) girl, with 114 standalone stores in the U.S. and Canada and online at www.aerie.com. MARTIN + OSA(R) provides Refined Casual(TM) fashions for 28 to 40 year old men and women at its 28 stores and online at www.martinandosa.com. The latest brand, 77kids(TM) by american eagle(TM), is available online only at www.77kids.com, offering "kid cool," durable clothing and accessories for kids ages two to 10. AE.COM(R), the online home of the brands of AEO, Inc., ships to more than 60 countries worldwide.

About Jumpstart

Jumpstart is a national early education organization that works toward the day every child in America enters school prepared to succeed. Through extraordinary attention in yearlong one-to-one relationships, Jumpstart inspires children to learn, adults to teach, families to get involved, and communities to progress together. Headquartered in Boston, Jumpstart pairs 4,000 trained adults one-to-one with preschool children in need of assistance. During the 2008-2009 program year, Jumpstart is serving 15,000 children across 20 states, in partnership with 300 early learning centers and nearly 74 universities and colleges throughout the country.

Jumpstart is the recipient of the Fast Company/Monitor Social Capitalist Award (2004, 2005, 2006, 2007 and 2008) and the Committee to Encourage Corporate Philanthropy's Directors Award. For more information, visit the Jumpstart Web site at www.jstart.org.

About Big Brothers Big Sisters

Big Brothers Big Sisters helps vulnerable children beat the odds. The organization depends on donations to help recruit volunteers and reach more children. Funding is used to conduct background checks on volunteers to ensure child safety; and provide ongoing support for children, families and volunteers to build and sustain long-lasting relationships. The service is proven to reduce children's risk of skipping school, behaving violently, using drugs and alcohol, and falling victim to other negative cycles. Big Brothers Big Sisters and its network of supporters recognize the hardship, pain and challenges children in too many communities confront. Headquartered in Philadelphia and

with nearly 400 agencies across the country, Big Brothers Big Sisters serves more than a quarter million children. Learn how you can join the movement to change how children grow up in America by going to BigBrothersBigSisters.org.

About the Student Conservation Association

The Student Conservation Association (SCA) is a nationwide conservation force of college and high school volunteers who protect and restore America's parks, forests, waterways and other public lands. SCA's active, hands-on practice of conservation has helped to develop new generations of conservation leaders, inspire lifelong stewardship, and save the planet. To learn more, visit www.thesca.org.

SOURCE: American Eagle Outfitters, Inc.

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