NEWS RELEASE

American Eagle Outfitters Thanks Customers for Support of Its Great Gifts Program and Teen-Related Charities

12/8/2004

WARRENDALE, Pa.--(BUSINESS WIRE)--Dec. 8, 2004--

-- Customers Raise Close to $800,000 through AE Great Gifts Bracelet Donations

-- AE Associates and Customers across the Country Contribute to Local Communities through Donations and Time

American Eagle Outfitters, Inc. (AE) (NASDAQ:AEOS) announced today that more than $790,000 in donations has been raised by AE customers through the company's Great Gifts charity program which aimed to promote teen volunteerism in the most effective way possible--through action rather than words. From October 27 - November 16, 2004, teenagers and young adults throughout the United States and Canada joined AE employees by donating a dollar or volunteering their time to support Jumpstart, YMCA National Safe Place, and Big Brothers Big Sisters of Canada. These charities encourage young adults to volunteer, offer services ranging from literacy to shelter, and focus on serving children, teenagers, and young adults in need.

As a thank you for contributions made in AE stores or online at ae.com, AE gave each donor a colorful Great Gifts bracelet. One hundred percent of the donations benefited the participating charities. In addition to helping raise nearly $800,000, AE associates also volunteered thousands of hours of community service and collected hundreds

of books and personal care items in support of the Great Gifts program. Volunteer projects included putting together story boards to create an interactive reading experience for Jumpstart children and compiling food baskets with Safe Place teens to distribute to families in need. Through motivation and education, AE will continue to encourage its associates and customers to volunteer locally throughout the year.

"AE is proud that our customers and associates want to make an impact and we're grateful for their overwhelming response to the Great Gifts program," said Michael James Leedy, chief marketing officer at American Eagle Outfitters. "The success of the program proved what we have known all along - that teenagers and young adults care about their communities and want to get involved. With donations of close to $800,000, these charities will have the resources needed to continue making a difference and that is something we feel really good about."

The Great Gifts program reflects the findings of an online survey recently conducted by AE and Sovereign Marketing which indicated that 51 percent of teens and young adults are inspired to give back to their community during the holidays. The survey, which took place September 17-20, 2004, and included 1,009 individuals ages 15-25, also showed that while 88 percent of American teenagers and young adults are volunteer-minded, 41 percent have never volunteered. Of those respondents who do not volunteer, 29 percent stated they do not know how to get started, while 38 percent would get involved if they knew how and where.

About American Eagle Outfitters

American Eagle Outfitters (NASDAQ:AEOS) is a leading lifestyle retailer that designs, markets, and sells its own brand of relaxed, casual clothing for 15- to 25-year-olds, providing high-quality merchandise at affordable prices. AE's collection includes modern basics like jeans, cargo pants, and graphic Ts as well as a stylish assortment of cool accessories, outerwear and footwear. AE's Canadian subsidiary, Bluenotes/Thriftys, offers a more urban/suburban, denim-driven collection for 12- to 22-year-olds. American Eagle Outfitters currently operates 780 AE stores in 49 states, the District of Columbia and Puerto Rico, 69 AE stores in Canada, and 109 Bluenotes/Thriftys stores in Canada. AE also operates via its Web business, www.ae.com, which offers additional sizes and styles of favorite AE merchandise.

Through its charitable AE Foundation, American Eagle Outfitters raises funds and enlists volunteers for projects that improve the quality of life where associates and customers live, work and play. American Eagle Outfitters was the first corporate sponsor of Jumpstart and continues to play an active role in this nonprofit organization that pairs college students with preschoolers developing early learning skills.

CONTACT: American Eagle Outfitters
Emily Koplik Leon, 212-561-4993

or
Euro RSCG Magnet
Patty Mathews, 212-367-6923

SOURCE: American Eagle Outfitters