



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

American Eagle Outfitters Gives Pittsburgh Promise Students the Ultimate Graduation Present

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Essay Contest Winners Each Receive an AE Shopping Spree and New Laptop Computer, Company Donates \$100,000 to The Pittsburgh Promise

PITTSBURGH, Jun 10, 2010 (BUSINESS WIRE) --American Eagle Outfitters, Inc. (NYSE: AEO) and The Pittsburgh Promise today announced the winners of an essay contest for graduating seniors, and a \$100,000 donation to The Pittsburgh Promise. The Pittsburgh Promise is a transformative program for this region, designed to help all students in Pittsburgh Public Schools plan, prepare, and pay for education at an accredited post-secondary institution within the Commonwealth of Pennsylvania.

American Eagle Outfitters invited eligible students to describe their personal vision for the Pittsburgh in which they would like to live, and what they would do to help realize that vision. The winners were selected by a panel of American Eagle Outfitters associates, based on vision, commitment to action, creativity, plausibility, grammar, spelling, and punctuation. The panel selected 23 winners from high schools in the Pittsburgh Public Schools system as well as Pittsburgh charter high schools.

The winners will receive a new laptop computer, and a gift card from American Eagle Outfitters for a new back-to-school wardrobe. They also will be treated to lunch at the American Eagle Outfitters headquarters in the Southside Works, hosted by the company's chief executive officer, Jim O'Donnell. Saleem Ghubril, executive director of The Pittsburgh Promise, will address the students and accept the donation from Mr. O'Donnell.

"In addition to supporting The Pittsburgh Promise, we are excited to offer these incredible students a meaningful

graduation gift," said Mr. O'Donnell. "We have every confidence that these graduating seniors will play a major role in shaping the Pittsburgh of the future."

"We are grateful for the support of American Eagle Outfitters in encouraging our students to dream big--not just for their future, but for Pittsburgh's future as well," said Saleem Ghubril, executive director of The Pittsburgh Promise. "This competition and the American Eagle Outfitters grant are emblematic of the significant commitment our business community is making to the Promise and to the vitality of this region."

The Pittsburgh Promise was established at The Pittsburgh Foundation in 2007 with a \$100 million challenge grant from the University of Pittsburgh Medical Center (UPMC) and the support of major business, foundation, education and government leaders. The program is designed to help students plan, prepare and pay for college, and to raise achievement for all. Since its inception, The Promise has granted nearly 1700 scholarships worth \$8 million, with over 1300 students maintaining above average standards.

About American Eagle Outfitters, Inc.

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 936 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 143 standalone stores in the U.S. and Canada and online at www.aerie.com. The latest brand, 77kids by american eagle(R), is available online only at www.77kids.com. The 77kids(R) brand offers "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 76 countries worldwide.

SOURCE: American Eagle Outfitters, Inc.

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