NEWS RELEASE

# aerie by American Eagle Announces New Line of Workout Wear

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aerie f.i.t.(TM) Now Available Online at www.aerie.com, in aerie

Standalone Stores and Select American Eagle Outfitters Stores

PITTSBURGH--(BUSINESS WIRE)--Oct. 23, 2007--American Eagle Outfitters, Inc. (NYSE:AEO) today announced the launch of aerie f.i.t., a new line of fitness and workout wear designed for the 15- to 25-year-old AE girl. The complete debut collection is available beginning today on **www.aerie.com** and in the 20 standalone aerie(TM) stores across the country. Twenty-five American Eagle(TM) stores with aerie shops will also carry the full collection.

"Working out is important to our aerie customer, so offering a fitness line is a natural way to complete her lifestyle," said Betsy Schumacher, chief merchandising officer for aerie by American Eagle. "aerie f.i.t. combines fun, inspiration and technical performance in a way that's unique in the marketplace."

aerie f.i.t. (fun, inspirational, technical) includes a variety of exercise clothing and accessories including pants, leggings, shorts, sports bras, Ts, tanks, hoodies, wind stoppers, vests, caps and headbands. Each piece is designed for high functionality as well as style. aerie Fit Sweat Free Fabric(TM) is wickable, pulling moisture away from the body, and includes Real Cool Cotton, which prevents overheating. Other details include hidden money pockets, reflective piping and special flat-seam construction.

aerie by American Eagle continues to be a successful new concept for AEO, Inc. The brand launched in late 2006 with intimates and Dormwear(TM) collections. Over the holiday time period, aerie will launch personal care items

including a complete lip care line, body washes and lotions, along with home fragrance. The company characterizes aerie by American Eagle as one of its key growth strategies, with 40 standalone stores by the end of this year, and plans for 50 to 60 additional stores in 2008.

For a list of store locations that carry aerie f.i.t., as well as the complete collection available for purchase online, visit www.aerie.com.

About American Eagle Outfitters:

American Eagle Outfitters, Inc. (NYSE:AEO) is a leading retailer that operates under the American Eagle Outfitters(TM) and MARTIN + OSA(TM) brands.

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. AE's original collection includes standards like jeans and graphic Ts as well as essentials like accessories, outerwear, footwear, basics and swimwear. American Eagle currently operates 846 stores in 50 states, the District of Columbia and Puerto Rico, and 74 AE stores in Canada. American Eagle also operates ae.com, which offers additional sizes and styles of favorite AE merchandise and ships around the world. The American Eagle brand also includes a Dormwear(TM) collection , aerie(TM), which is available in 21 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, a new sportswear concept targeting 25 to 40 year-old women and men, carries apparel, accessories and footwear, using denim and sport inspiration to design fun and sport back into sportswear. MARTIN + OSA currently operates 13 stores. For additional information and updates, visit **www.martinandosa.com**.

CONTACT: American Eagle Outfitters
Beth Barney, 412-432-3424
**barney@ae.com**
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