NEWS RELEASE

American Eagle Outfitters and Sony Connect Announce Unprecedented Marketing Relationship

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Leading Lifestyle Retailer Chooses Sony Connect to Deliver Digital Music and Cutting-Edge Technology to AE Consumers and Announces Innovative Holiday Promotion

American Eagle Outfitters (AE), one of the fastest growing and most successful lifestyle retailers nationwide, and Sony's Connect(TM) music store announced today that they have formed a marketing relationship that promises to join fashion, music, and entertainment in new, innovative ways.

In a groundbreaking deal, the two will work together in exciting cross-promotional and marketing campaigns delivering digital music and cutting-edge technology to the key 15- 25-year-old demographic. To kick-off the relationship, beginning November 26th, 2004 AE is offering customers 10 free downloads from the Connect music store with a qualifying purchase at AE stores nationwide or ae.com.

"AE is constantly listening to its customers so we recognized early on the importance of music and technology to their lifestyle," said Michael James Leedy, Chief Marketing Officer at AE. "This holiday season we are providing them with what they want by giving away close to 10 million songs. We did our homework looking for the right company to work with and that company clearly is Sony Connect."

"Sony Connect is always looking for innovative ways to reach out to music fans," said Jay Samit, General Manager of Sony Connect. "American Eagle is a leader in their field, and we look forward to working with them on a variety of creative promotions."

Unique, interactive holiday windows and special entertainment giveaways in AE stores chainwide and on ae.com following Thanksgiving are just a couple of the mutually beneficial initiatives that the companies also have planned for this year.

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 773 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.

About Sony Connect

Sony Connect Inc., based in Santa Monica, California, is a subsidiary of Sony Corporation of America. Sony Connect currently offers consumers over 700,000 music tracks from major label and independent artists, as well as the ability to enjoy that content on a wide range of digital music devices that are priced to suit any lifestyle.

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