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NEWS RELEASE

KidsVoice and American Eagle Outfitters Continue a Pittsburgh Tradition with Annual Events for Child Abuse Prevention Month

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"KiteTails & Cocktails" and "Kites for Kids" both Return to the Pittsburgh Zoo and PPG Aquarium

PITTSBURGH, Apr 18, 2012 (BUSINESS WIRE) --KidsVoice is once again recognizing Child Abuse Prevention Month with the return of its two signature events--KiteTails & Cocktails, April 26, and Kites for Kids, April 28, both at the Pittsburgh Zoo and PPG Aquarium. American Eagle Outfitters (NYSE:AEO) is the Presenting Sponsor of both events. Other major sponsors include Accenture, Fox Rothschild and UPMC Health Plan.

KidsVoice provides a voice of hope, a voice for rights and a voice of experience for abused, neglected and at-risk children who otherwise cannot speak for themselves.

"We are delighted to once again offer these two special events that the people of Pittsburgh look forward to every April, with the help of our co-chairs, Joan Hilson and Mary Edwards," said Scott Hollander, KidsVoice Executive Director. "It's never been more important to keep child abuse prevention front-and-center in our conversations, and raise awareness as well as funds for the children who need it most."

Event #1: KiteTails & Cocktails--Thursday, April 26, 6 to 10 p.m.: Cost: \$100 per person.

Support KidsVoice while enjoying a wonderful evening out. Joan Hilson, chief financial officer of American Eagle Outfitters returns as event co-chair for this sixth annual event, along with Mary E. Edwards, senior executive and

managing director Accenture. In addition to delicious food and drinks, guests will also enjoy live entertainment from No Bad Juju. The silent auction features items ranging from a week stay at a private home in Saint Martin, to a Sidney Crosby jersey autographed by the entire 2012 team, to a complimentary five-course chef's dinner tasting at Penn Avenue Fish Company. Tickets can be purchased by visiting www.kidsvoice.org and clicking on the Events tab.

Event #2: Kites for Kids--Saturday, April 28, 11 a.m. to 3 p.m., FREE with purchase of a general admission ticket to the zoo.

A day-long kite-themed community event with games, crafts, demonstrations, face painting and a chance to familiarize people with our role in protecting our most precious resource, our children. Kites symbolize hope, a happy childhood, and a chance to soar--things that unfortunately many local children do not have the opportunity to experience.

KidsVoice advocates in court and in the community to ensure a safe and permanent home for nearly 4,000 of our most vulnerable citizens--abused and neglected children.

SOURCE: American Eagle Outfitters

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