NEWS RELEASE

American Eagle Outfitters Offers Special Discount to Florida Customers in Response to State's Tax-Free Week Cancellation

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PITTSBURGH--(BUSINESS WIRE)--Aug. 4, 2008--American Eagle Outfitters, Inc. (NYSE: AEO) today announced that it will offer Florida customers a 7% discount on all purchases in American Eagle Outfitters(R) and aerie(TM) stores beginning Monday, August 4 through Sunday, August 10. The company is offering this discount as a way to help offset the cancellation of the state's usual tax-free week during the back-to-school season.

"American Eagle wanted to do something special for our customers who shop in Florida this back-to-school," said Kathy Savitt, executive vice president and chief marketing officer, American Eagle Outfitters, Inc. "We're excited for customers to experience our new denim collection as well as new day-to-night looks for the season."

The discount is valid in Florida AE and aerie stores only. The 7% discount will be applied on top of any in-store promotions or sale prices. Tax still applies.

About American Eagle Outfitters, Inc.

American Eagle Outfitters, through its subsidiaries ("AEO"), designs, markets and sells its own brand of laidback, current clothing targeting 15 to 25 year-olds, providing high-quality merchandise at affordable prices. The original collection includes standards like jeans and graphic Ts as well as essentials like accessories, outerwear, footwear, basics and swimwear. AEO currently operates 871 stores in 50 states, the District of Columbia and Puerto Rico, and 76 AE stores in Canada. AEO also operates ae.com(R), which offers additional sizes and styles of favorite AE(R) merchandise and ships to more than sixty countries around the world. The American Eagle(R) brand also includes a

Dormwear(R) collection, aerie(TM), which is available in 80 standalone stores, AEO stores and at aerie.com. The collection includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AEO girl. Designed to be sweetly sexy, comfortable and cozy, the aerie brand offers AEO customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom.

MARTIN + OSA(R), a concept targeting 28 to 40 year-old women and men, offers Refined Casual(TM) clothing and accessories, designed to be valuable, irresistible, inspiring, authentic and adventurous. AEO currently operates 22 MARTIN + OSA stores. For additional information and updates, visit **www.martinandosa.com**.

AEO plans to launch a children's apparel brand, 77kids by american eagle(TM), offering on-trend, high-quality clothing and accessories for kids age two to 10. The 77kids(TM) line will debut online at **www.77kids.com** during Fiscal 2008, with brick-and-mortar stores in the U.S. planned for 2010.

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