



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

American Eagle Outfitters to Unveil Flagship Store in Manhattan's Soho Shopping District November 9

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24,000-Square-Foot Store Complements Soho Design Aesthetic; Features Three Levels of Shopping, Exclusive Merchandise and Special Opening Day Rewards

NEW YORK, Nov 08, 2010 (BUSINESS WIRE) --

American Eagle Outfitters, Inc. (NYSE: AEO) today announced the opening of its second flagship store in Manhattan. The new Soho store at 599 Broadway and Houston will open Tuesday, November 9. The heart of Manhattan's Soho shopping mecca provides an ideal backdrop for the American Eagle Outfitters and aerie brands' effortlessly stylish looks.

In honor of opening day, American Eagle Outfitters will reward the first five hundred shoppers with \$50 AE Money Cards to kick-start their Soho experience. An official "Mud Truck" will also be on-site to provide waiting fans with refreshments.

"Soho is a shopping destination for New Yorkers and visitors alike," said Jim O'Donnell, chief executive officer, American Eagle Outfitters, Inc. "The latest American Eagle Outfitters flagship is designed to deliver an unparalleled shopping experience to these discerning customers in a way that's quintessentially AE."

A street-level accessories destination shop, along with women's apparel, will welcome visitors and highlight the brand's extensive collection, including scarves, jewelry, sunglasses, hats and shoes, among other seasonal essentials. New York exclusive merchandise, including NYC graphic tees, faux fur and silk pieces will also be among

the ground-floor offerings. The flagship's upper level will feature men's apparel, including a denim room, where hundreds of styles, sizes and washes will be on display. Additionally, the top floor will house an underwear shop for men.

aerie, the company's intimates and apparel brand, will offer a beautiful boutique environment devoted to its essentials collection for girls. The aerie space, located on the lower level, will carry a full line of bras, including such popular styles as the "Ella Push Up" and "Juliette Balconette," as well as a wide selection of boyshorts, boybriefs, tangas, thongs and bikini underwear. Also featured on the aerie floor will be cozy apparel, including homespun knits, tees, denim and outerwear.

The store's design features an eclectic combination of textures, colors and materials that capture Soho's industrial-chic, minimalistic design aesthetic, as well as the artistic vibe. An open ceiling structure with exposed mechanical systems and ductwork is maintained throughout, with polished concrete floors on the second level. An existing skylight was incorporated on the first floor and special glass and steel case work takes advantage of natural light. Unobstructed views allow a visual connection between the store experience and the activity on the street. Eco-friendly display screens situated through the store add an element of technology.

As the brand's second flagship in Manhattan, American Eagle Outfitters Soho strives to provide customers with the AE experience of fun, functional and carefree shopping. A unique extension of the brand's palpable city presence, this store location will undoubtedly be an impactful presence in Soho's retail-rich streets.

About American Eagle Outfitters

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 935 stores in the U.S. and Canada and online at www.ae.com. aerie(R) by american eagle offers apparel and intimates collections for the AE(R) girl, with 147 standalone stores in the U.S. and Canada and online at www.aerie.com. The latest brand, 77kids(R) by american eagle(R), is available online at www.77kids.com, as well as at seven stores across the nation. The 77kids stores offer small sizes and great big style for kids 0-14. 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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