



**AMERICAN EAGLE  
OUTFITTERS**

NEWS RELEASE

# American Eagle Outfitters Promotes Proven Brand Leaders

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**Chad Kessler to Lead American Eagle Outfitters Brand**

**Jennifer Foyle to Lead Aerie Brand**

PITTSBURGH--(BUSINESS WIRE)-- American Eagle Outfitters, Inc. (NYSE:AEO) today announced the promotions of Chief Merchandising Officers, Chad Kessler and Jennifer Foyle to the positions of Global Brand Presidents for the American Eagle Outfitters and Aerie brands, respectively. In this newly-created structure, Chad and Jennifer will have responsibility for all brand design and merchandising functions. The supporting teams will be realigned under them, creating a cohesive and singular brand experience across mainline stores, ecommerce, factory outlets and international markets. Chad and Jennifer will continue to report to Executive Creative Director, Roger Markfield.

"I am absolutely delighted to announce the promotions of these highly capable and talented leaders," said Roger Markfield. "Chad has been instrumental to our business improvement, driving stronger AE merchandise assortments, rooted in outstanding quality, innovation and affordability. He has the right brand vision, creative expertise and knows our customers well. Chad has an outstanding creative team and together they will take the brand forward as a global destination for casual American style."

Roger continued, "Over the past few years, Jennifer has assembled an extraordinary team and has led Aerie's transformation to a youthful, real intimates brand for a new generation of customers. Aerie has a bright future and Jennifer is the right leader. I have great confidence that under her leadership, Aerie's momentum will continue and will become a meaningful contributor to AEO's future growth and profitability."

Chad Kessler joined AEO in February 2014, as Chief Merchandising and Design Officer for the AE brand. He has over 20 years of experience in the youth retail apparel industry, working at Abercrombie and Fitch for 15 years, where he was instrumental in the successful launch of the Hollister brand.

Jennifer Foyle joined AEO in August 2010 as Chief Merchandising Officer for the Aerie brand. Her retail apparel background spans over 20 years, which includes leadership roles at the Gap and J. Crew, where she rose to Chief Merchandising Officer, with a focus on women's apparel. Prior to joining AEO, Jennifer served as President of the global lifestyle brand, Calypso St. Barth.

## About American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices under its American Eagle Outfitters® and Aerie® brands. The company operates more than 1,000 stores in the United States, Canada, Mexico, China, Hong Kong and the United Kingdom, and ships to 81 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at 101 international stores operated by licensees in 16 countries. For more information, please visit [www.ae.com](http://www.ae.com).

Source: American Eagle Outfitters Inc.

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