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OUTFITTERS

NEWS RELEASE

Martin + Osa and Apple iTunes Enter New Partnership

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New York, NY, February 9, 2007 - Martin + Osa is pleased to announce its new affiliation with Apple iTunes.

On February 2, 2007 Martin + Osa, a newly launched retail apparel brand for active and adventurous women and men aged 25-40 became an official member of Apple iTunes Affiliate Program. This program enables customers to purchase music from iTunes through both the Martin + Osa website (www.martinandosa.com/goodmusic) and the Apple iTunes store (www.itunes.com).

Every season, Martin + Osa works with music industry insiders to curate an M+O GoodMusicTM list of new music and new musicians. The selections are featured on its website, played in stores, and are now available exclusively for download on iTunes. Martin + Osa GoodMusicTM songs are also featured in original films showcased in Martin + Osa stores.

GoodMusic captures the energy and spirit of Martin + Osa and its customers. The brand aims to introduce its customers to new music, along with an eclectic mix of classics of differing genres, to compliment their active lifestyles, attitudes and interests. “Martin + Osa strives to provide a unique experience for our customers, and our music delivers the soundtrack for that experience” says Arnold Cohen, Chief Marketing Officer. “We wanted to offer a way for our customers to integrate the music they love in our stores into their daily lives.”

For access to Martin + Osa's playlists, customers can either preview the songs on the Martin + Osa website (http://www.martinandosa.com/goodmusic), then click through to iTunes to purchase the song; or visit Martin + Osa's personalized iMix page via the ‘iMix' section on iTunes (www.itunes.com).

Martin + Osa also promotes music, and the artists on its GoodMusic playlist, through the Martin + Osa GoodMusicTM Series – concerts periodically held in its stores across the country. Events are posted on the Martin + Osa website – log in to find out about upcoming concerts.

Martin + Osa has stores in Tysons Corner (McLean, VA), NorthPark Center (Dallas, TX), Fashion Island (Newport Beach, CA) San Francisco Westfield Centre (San Francisco, CA) and Westfield Center (Chicago, IL). 15 new stores are planned to open in 2007.

Martin + Osa is a division of American Eagle Outfitters (NASDAQ:AEOS) that makes pure, honest, modern clothes for men and women.

About American Eagle Outfitters:

American Eagle Outfitters, Inc. (Nasdaq: AEOS) is a leading retailer that operates under the American Eagle Outfitters and MARTIN + OSA brands.

American Eagle Outfitters designs, markets and sells its own brand of laidback, current clothing targeting 15 to 25 year-olds, providing high-quality merchandise at affordable prices. AE's original collection includes standards like jeans and graphic Ts as well as essentials like accessories, outerwear, footwear, basics and swimwear. American Eagle currently operates 833 stores in 50 states, the District of Columbia and Puerto Rico, and 72 AE stores in Canada. American Eagle also operates ae.com, which offers additional sizes and styles of favorite AE merchandise and ships around the world. The American Eagle brand also includes a new collection of dormwear and intimates, “aerie by American Eagle.” aerie is available in American Eagle stores across the country and at aerie.com. It includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AE girl. Designed to be sweetly sexy, comfortable and cozy, aerie offers AE customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom.

The company introduced MARTIN + OSA, a new sportswear concept targeting 25 to 40 year-old women and men. MARTIN + OSA carries apparel, accessories and footwear, using denim and sport inspiration to design fun and sport back into sportswear. MARTIN + OSA currently operates five stores. For additional information and updates, visit martinandosa.com.

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