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NEWS RELEASE

Bright Pink® Teams Up With Aerie® By American Eagle Outfitters For 6th Consecutive Year For The 2015 Support Your Girls Campaign Focused On Breast Health Awareness For Young Women

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Aerie to donate 100% of sales from Limited Edition Bright Pink Bralette

CHICAGO, Sept. 30, 2015 /PRNewswire/ -- Bright Pink, the only national non-profit organization focusing on the prevention and early detection of breast and ovarian cancer in young women, is proud to announce an integrated initiative with Aerie, the intimates and apparel line from American Eagle Outfitters, Inc. in support of Breast Cancer Awareness Month. Aerie will offer a Bright Pink Limited Edition Bralette™ with 100% of sales benefitting Bright Pink, as well as customer fundraising opportunities. This will mark the sixth consecutive year for the partnership and will run both in-store and online from October 1st, 2015 – October 22nd, 2015.

In addition, Aerie will introduce several opportunities for customers to help aid the cause, including inviting shoppers to donate to Bright Pink by rounding up their in-store purchase totals and offering a free gift of a bracelet with a donation of \$5 or more. The goal of the partnership is to spark the conversations around the importance of breast health awareness starting at a young age and raise funds to fuel Bright Pink's life-saving education and support programs.

"We feel so fortunate to be teaming up with Aerie for the sixth year in a row. The partnership is grounded in an authentic desire to reach young women and inspire them to be proactive with their health," said Bright Pink Founder and CEO, Lindsay Avner. "Through Support Your Girls, Aerie will raise critical funds that support the growth and expansion of our programs while also educating their customers on breast health – a combination of efforts

that will result in countless lives saved."

"Aerie is thrilled to continue our partnership with Bright Pink and celebrate our sixth consecutive year. This year's "Support Your Girls" Campaign includes the launch of our limited-edition Aerie Bright Pink Bralette with 100% of all sales benefitting Bright Pink," said Jennifer Foyle, Global Brand President of Aerie. "Our work with Bright Pink allows us to educate and empower our consumer about their health as well as share our commitment to #AerieREAL and body positivity!"

The partnership includes several components:

- 100% of sales from the limited edition Bright Pink Bralette will be donated to Bright Pink. The bra, which is Bright Pink in color, retails at \$24.95 and will be sold in stores and online at www.aerie.com beginning 10/1 through 10/22 while supplies last.
- Additionally, shoppers will be invited to donate to Bright Pink by rounding up their in-store purchase totals and offering a free gift of a bracelet with a donation of \$5 or more.
- The online hub for the campaign will be found at www.Aerie.com/BrightPink where visitors can not only purchase the Bright Pink Bralette but also access breast health information.
- The partnership further extends online with a social campaign around #AerieSupports which encourages consumers to Show Their Support through twitter and instagram.

The program will be promoted by Aerie and Bright Pink through Facebook, Twitter, customer e-mails and in-store marketing. For more information, visit www.facebook.com/aerie and www.facebook.com/brightpink.

About Aerie

Aerie is bras, undies, swim and more for every girl. Designed in sizes 30AA to 36DDD Aerie is committed to making bras for girls of all sizes feel good about themselves, inside and out. No supermodels. No retouching. The real you is sexy. ® #AerieREAL. For more information, please visit www.aerie.com.

About Bright Pink®

Bright Pink is a national non-profit focused on the prevention and early detection of breast and ovarian cancer in young women. The organization's mission is to save women's lives from breast and ovarian cancer by empowering them to live proactively at a young age. Bright Pink's innovative programs educate and equip young women

to **assess their risk** for breast and ovarian cancer, reduce their risk, and detect these diseases at early, non life-threatening stages. Founded in 2007, Bright Pink strives to reach the 52 million women in the US between the ages of 18-45 with this life-saving education. Put Awareness In Action™ at **BrightPink.org**.

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 119 international stores operated by licensees in 19 countries. For more information, please visit www.ae.com.

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SOURCE Aerie

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