

AMERICAN EAGLE

ROCK THE VOTE**AMERICAN EAGLE CUSTOMERS DESIGN ROCK THE VOTE T-SHIRT COLLECTION**

100% of sales will support voter education and registration

NEW YORK – (September 25, 2018) – [American Eagle](#) (NYSE: AEO) announces its continued partnership with **Rock the Vote** through the launch of a limited-edition t-shirt collection, featuring four customer designs. A nationwide contest asked customers to create an original artwork that inspires them to speak up and make their voice heard. Designs by [Nicole Fleisher](#), [Kahlia Shearer](#), [Alessandra Angiello](#) and [Hayley Fitzsimmons](#) were chosen to be sold online at [www.ae.com](#) and in 262 American Eagle stores across the country beginning September 28. One hundred percent of sales will support Rock the Vote’s nonpartisan mission to build the political power of young people.

“Our customers are the future of our country and American Eagle is committed to empowering youth to make their voice heard, while providing them with a platform for self-expression,” said **Chad Kessler, American Eagle Global Brand President**. “Our continued partnership with Rock the Vote ensures that American Eagle is doing its part to highlight the importance of voter education and registration.”

In addition to the exclusive AE x Rock the Vote t-shirt collaboration, the brand also is sponsoring **Democracy Class** in more than 2,000 schools across the country. Created by Rock the Vote, Democracy Class is a free curriculum that educates high school students about the importance and history of voting and pre-registers and registers them to vote.

“The innovative work American Eagle is doing through their continued partnership with Rock the Vote plays a pivotal role in ensuring that youth across the nation engage in our electoral process not only in the upcoming consequential midterm elections, but long into the future,” said **Carolyn DeWitt, Rock the Vote President and Executive Director**. “American Eagle’s constant commitment to the youth vote and to making sure America’s youth understand the history and importance of voting is fundamental and inspiring.”

American Eagle encourages customers to register to vote at [www.ae.com/rockthevote](#). Additionally, AEO will offer corporate associates time off to vote and volunteer at the polls on Election Day. Support of the Rock the Vote initiative is an extension of the **#AExME** campaign, which features real customers styling themselves in their own spaces, and celebrates the freedom, individuality and difference in today’s youth culture. Follow along [@americaneagle](#) and **#AExME** on social, and [www.ae.com/aexme](#).

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**About American Eagle**

Since 1977, American Eagle has offered an assortment of specialty apparel and accessories for men and women that enables self-expression and empowers our customers to celebrate their individuality. The brand has broadened its leadership in jeans by producing innovative fabric with options for all styles and fits for all at a value. We aren’t just passionate about making great clothing, we’re passionate about making real connections with the people who wear them. Visit [www.ae.com](#) to find your perfect pair of **#AEJeans**.

**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 and Hong Kong, and ships to 81 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at more than 200 international locations operated by licensees in 25 countries. For more information, please visit [www.ae.com](http://www.ae.com).

**About Rock the Vote**

Rock the Vote is a nonpartisan nonprofit dedicated to building the political power of young people. For nearly 30 years, Rock the Vote has revolutionized the way we use culture, music, art and technology to engage young people in politics, registering and turning out millions of young voters. During the last seven Presidential elections, Rock the Vote and its partners coordinated the largest voter registration drives for young people that added nearly 8 million new voters to the rolls and consistently turns out its voters more than 30 points above the national youth average. Rock the Vote fights for voting rights to ensure that all eligible voters can exercise their right to vote and promotes civic education to ensure young voters to have the resources and information they need to participate in our civic process. Learn more at [rockthevote.org](http://rockthevote.org) and follow us on [Twitter](#), [Facebook](#), and [Instagram](#) @rockthevote.

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