NEWS RELEASE

American Eagle Outfitters Names Funniest College Student in America

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Billy Horrigan, a Senior from the University of Rhode Island Wins AE Campus Comedy Challenge To Perform for Audience of Thousands at AE Spring Break 2007 in Cancun

NEW YORK, March 20 /PRNewswire-FirstCall/ -- American Eagle Outfitters, Inc. (NYSE: AEO) today announced the winner of its search for the funniest college student in America. Hundreds of thousands of AE customers cast their votes on AE.com using March Madness®-style brackets to select Billy Horrigan of the University of Rhode Island.

AE Campus Comedy Challenge host and professional standup comedian Jasper Redd said, "Billy seemed like a natural, he was so poised and confident for someone who didn't have much experience on stage. The competition was tough at Rhode Island as all four performers were funny. It's a great accomplishment for Billy and I hope this experience helps him to continue pursuing a career in standup comedy."

American Eagle Outfitters will fly Billy Horrigan to Cancun, along with runner-up Ross Parsons, to perform in front of an audience of thousands of spring-breakers on March 21.

"This is so exciting, I don't know how it happened," said Billy Horrigan, winner of the AE Campus Comedy Challenge "following professional comedian Baron Vaughn was no easy task as I was really impressed with him. It was nerve-wracking waiting backstage but when I got out there I just did it and think it went well. I'm really thrilled about the opportunity and have some new material I'd like to try in Cancun."

The AE Campus Comedy Challenge was developed and produced in partnership with Generate, the first production

and talent management company established by media leaders to create content across multiple platforms. The search began Friday, February 9, at University of Minnesota and ended March 15 at Virginia Tech & State University, with stops in Wisconsin, Virginia, Ohio, Washington, Florida, Michigan, New Jersey and Maryland along the way. Professional comedians including Bryan Callen, Sheng Wang, Baron Vaughn and Bobby Miyamoto were featured on the tour.

Each of the twelve participating schools held individual competitions prior to the AE Campus Comedy Challenge events to select the three finalists to perform and compete on stage, with AE's touring comics, to a packed house of fellow students. Winners were chosen by in-venue text voting and announced at the end of each performance. Footage of each of winners' standup performance was displayed on AE's bracketing system on ae.com.

Horrigan is from Holliston, Massachusetts and majors in Philosophy at the University of Rhode Island. Horrigan was convinced by his 24 year-old sister to enter the contest and now plans to use this opportunity from American Eagle towards a career in comedy.

About American Eagle Outfitters:

American Eagle Outfitters (NYSE: AEO) is a leading retailer that 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 Outfitters currently operates 834 stores in 50 states, the District of Columbia and Puerto Rico, and 72 AE stores in Canada. A new branded intimates line under the name "aerie by American Eagle" arrived in American Eagle stores this Fall. The assortment includes a complete line of bras, panties, and dormwear designed for American Eagle's core 15 to 25 year- old customer. AE also operates ae.com, which offers additional sizes and styles of favorite AE merchandise and ships around the world. 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 six stores. For additional information and updates, visit martinandosa.com.

About Generate

Generate is the first production and management company established by media leaders to create content across multiple platforms embraced by young adults and family households. Launched in early 2006, Generate is a team of 20 employees led by leading entertainment industry executives, who all have proven track records for developing hit franchises that appeal to youthful audiences. Generate currently has an overall deal with MTV Networks to develop content for their suite of popular basic cable, broadband and mobile distribution channels.

Source: American Eagle Outfitters