NEWS RELEASE

American Eagle Outfitters Customers to Decide Favorite Denim Fit for Back-to-School

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Customers Who Vote for Winning Fit Get a Free Pair of Any AE Jeans; All Other Customers Who Vote Get $10 off Any AE Jeans

NEW YORK--(BUSINESS WIRE)--July 10, 2007--American Eagle Outfitters (NYSE:AEO) today announced the AE Fit Challenge, in which customers will choose their favorite fit from the AE jeans back-to-school denim assortment. Beginning today through July 24, customers who purchase a pair of AE jeans online or in-store(a) will receive a ticket indicating which fit they chose. On August 28, the most-purchased fit for girls and for guys will be announced in AE stores and on ae.com. Customers who purchased the "winning" fit can redeem their ticket for a free pair of any AE jean in the store. All other tickets can be redeemed for $10 off any pair of AE jeans. Tickets can be redeemed through September 11, 2007.

"Customers tell us that AE jeans are the best-fitting out there, so we're excited to celebrate their passion for their personal favorites, as well as introduce new fits," said Kathy Savitt, executive vice president and chief marketing officer of American Eagle Outfitters Inc. "The AE Fit Challenge is designed to delight and reward our customers--everyone who votes gets a free pair of jeans or $10 off any pair of jeans."

American Eagle Outfitters has the number one back-to-school denim market share among specialty stores for 15-25 year olds.(b) This season, AE's back-to-school collection for girls includes brand new trouser and wide-leg looks, straight and skinny silhouettes, as well as the ever-popular Boyfriend, Artist and Hipster styles. Guys will choose from low rise, loose and slim fit, in both boot cut and straight leg options. The AE Fit Challenge is designed to bring the fun, personality-driven attitude of each fit to life by engaging and rewarding customers.

Women's Fits:

- AE BLUE ISSUE STRETCH TROUSER - This is the must-have fit of the season. The new true wide-leg trouser sits low and straight on the waist and hips yet opens up to a nineteen and a half inch opening at the knee and twenty-three inch leg opening. The sexy silhouette comes in a premium authentic dark wash and is perfect for dressing up and pairing them with a fitted top.
- AE BLUE ISSUE PATCH POCKET AND UTILITY WIDE LEG - These two new wide-leg styles offer the same silhouette in the waist and hips as the trouser but open up to an eighteen inch knee and twenty-one inch leg opening. Both styles come in a medium and vintage wash and have pocket detailing on the front and back. Perfect for dressing up or down and going from day to night.
- AE BLUE ISSUE SKINNY 77 - This sexy silhouette is very tapered and hugs the leg creating a lengthy look.
- AE BLUE ISSUE STRAIGHT 77 - The straight fit is similar to the skinny, offering the same silhouette in the waist and hips, but is not as tapered giving more room from knee to ankle.
- AE BOYFRIEND 77- This fit sits low and straight on the waist with a looser leg. The silhouette is feminine but gives a more relaxed feel.
- AE ARTIST - This fit has an extreme low rise waist and slim leg.
- HIPSTER - AE's most classic, authentic jean. It is slim and features a clean leg. It sits slightly higher on the waist.
- FAVORITE - With a classic rise this fit has the highest waist of all the AE jean fits and is flared at the leg. Men's Fits:
- BOOTCUT - This is an everyday, casual fit. It is comfortable and easy to wear with a relaxed boot leg.
- LOW RISE BOOT - This fit is sexier than the regular boot cut as it sits extra low on the waist and has a fitted boot leg.
- LOW RISE SLIM BOOT - This fit is similar to the low rise boot as it sits low on the waist but has a slim boot leg.
- LOOSE - This fit has the most casual, relaxed attitude of all.
- LOW RISE SLIM STRAIGHT - This fit is a modern classic, It sits comfortably low on the waist and has a slim straight leg.

(a)Alternate entry available. See official AE Fit Challenge rules for complete details: http://10.1.1.161/web/index.jsp?popup=btsfitchallenge

(b)Based on the NPD Group, Inc./Consumer Tracking Service. NPD is the leading provider of reliable and comprehensive consumer and retail information for a wide range of industries, www.npd.com.

American Eagle Outfitters

American Eagle Outfitters (NYSE:AEO) 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 also 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 seven stores. For additional information and updates, visit **www.martinandosa.com**.

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