



NEWS RELEASE

77kids by american eagle Debuts First-Ever Back-to-School Collection

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"Kid Cool" Clothing and Accessories for Ages Two to 10 Available Online at www.77kids.com

PITTSBURGH--(BUSINESS WIRE)--Jul. 28, 2009-- 77kids by american eagle, the kids brand from American Eagle Outfitters, Inc. (NYSE: AEO), today announced the debut of its first back-to-school collection. The collection features an all-new denim line with three fits for boys and three for girls in varying washes. Graphic t-shirts and hoodies feature car racing themes, cool animals, peace signs and water color prints. Fashion styles such as the "Retro Bandleader Blazer" for girls, and the "Rock Legend Vest" for boys round out the collection.

"We are extremely proud of the 2009 77kids back-to-school collection—from the coolest graphic tees to the trendiest denim and the softest fleece," said Betsy Schumacher , chief merchandising officer for 77kids. "We've combined the fun and comfort that kids want with the trend-right fashion and durability that moms want."

To celebrate its back-to-school coming out party, 77kids is offering customers free shipping on all denim orders through August 4. Additionally, customers can enter a sweepstakes to win free Jeans for Life through August 25. To enter, customers recommend three friends to sign up for 77kids e-mail. When all three friends have signed up, the customer is automatically entered to win. Customers can enter as many times as they like to increase their chances of winning. No purchase is necessary to enter or win.

77kids Back-to-School Web Site Features:

- Interactive Denim Guide: 77kids.com includes an interactive denim guide that shows images of the jean fits

from all angles, including extreme close-ups to showcase detail, destruction and quality.

- Outfitting: 77kids will show key head-to-toe looks with the ability to purchase by item or entire outfits. Key looks include "New School Cool," "Rock Ready," and "Cross Town Cool," to name a few.
- Size Wizard: Customers fill out a simple form with height and weight measurements, including step-by-step instructions on how to measure, and 77kids will recommend tops, bottoms and outerwear in the appropriate sizes. A printable footwear chart ensures the right shoe size.
- Free Stickers: Each 77kids order comes with a sheet of 77kids stickers. Exclusive designs change with each season.

All 77kids clothing is backed by the brand's 77wash™ and 77soft™ guarantees to maintain size, shape and quality and to be extremely soft and comfortable through dozens of washes. Returns are always free.

77kids by american eagle™ offers on-trend, high-quality clothing and accessories for kids ages two to 10. American Eagle Outfitters was founded in 1977, which is the inspiration for the 77kids™ name. The brand draws from the strong heritage of American Eagle Outfitters, with a point-of-view that's thoughtful, playful and real. Like American Eagle® clothing, 77kids focuses on great fit, value and style.

Click here for official contest rules.

American Eagle Outfitters, Inc., through its subsidiaries, ("AEO, Inc.") offers high-quality, on-trend clothing, accessories and personal care products at affordable prices. The American Eagle Outfitters® brand targets 15 to 25 year old girls and guys, with 953 stores in the U.S. and Canada and online at **www.ae.com**. aerie® by american eagle offers Dormwear® and intimates collections for the AE® girl, with 132 standalone stores in the U.S. and Canada and online at **www.aerie.com**. MARTIN + OSA® provides clothing and accessories for 28 to 40 year old men and women at its 28 stores and online at **www.martinandosa.com**. The latest brand, 77kids™ by american eagle™, is available online only at **www.77kids.com**. 77kids offers "kid cool," durable clothing and accessories for kids ages two to 10. AE.COM®, the online home of the brands of AEO, Inc. ships to more than 60 countries worldwide.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: This release contains forward-looking statements, which represent our expectations or beliefs concerning future events, specifically regarding second quarter earnings. All forward-looking statements made by the company involve material risks and uncertainties and are subject to change based on factors beyond the company's control. Such factors include, but are not limited to the risk that the Company's second quarter earnings expectations may not be achieved and the risks described in the Risk Factor Section of the company's Form 10-K and Form 10-Q filed with the Securities and Exchange Commission. Accordingly, the company's future performance and financial results may differ materially from those expressed or implied in any such forward-looking statements. The company does not undertake to publicly update or revise its forward-looking statements even if future changes make it clear that projected results

expressed or implied will not be realized.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6016082&lang=en>

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