



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

American Eagle Outfitters and Shopkick Go National with Mobile Rewards Program

6/6/2012

Customers Can Now Get Special Offers in More than 1,000 American Eagle Outfitters and Aerie Stores across the U.S. Using shopkick's Location-based App

PITTSBURGH and PALO ALTO, Calif., June 6, 2012 /PRNewswire/ -- American Eagle Outfitters, Inc. (AEO) and shopkick, the largest location-based shopping app that rewards shoppers simply for walking into stores, today announced the national rollout of shopkick to all American Eagle Outfitters and Aerie stores across the country. Beginning today, customers will earn "kicks" (points) just for walking in, as well as receive a number of other exciting, exclusive offers throughout the stores.

"shopkick is an ideal partner for AEO as we strive to be an early adopter of technologies that matter to our customers," said Fred Grover, executive vice president, American Eagle Outfitters, Inc. "We are excited to expand our long-time partnership with shopkick to delight customers in all of our stores nationwide."

Additionally, American Eagle Outfitters is the only retailer that integrates shopkick "kicks" with its own loyalty program, enabling customers to turn their "kicks" into AEREWARDS™ points.

American Eagle Outfitters was one of shopkick's first partners when the app launched in August 2010. One year later, AEO hosted shopkick's first birthday party in its flagship store in Times Square. Over the past two years, AEO has been testing the technology in 200+ stores. In addition to being a highly effective way to engage customers with the brand, AEO found increased traffic, sales and higher purchase amounts among shopkick users.

"The American Eagle Outfitters customer is a barometer for the next generation of shoppers; they use their mobile phones to help them shop, they're tech savvy and social," said Doug Galen, chief revenue officer of shopkick. "As one of shopkick's first partners, AEO has demonstrated an early commitment to providing real value to customers through mobile. Offering shopkick at a national level is a tremendous opportunity to introduce shopkick to millions of new users."

To celebrate the national launch, American Eagle Outfitters and Aerie are featuring a week of special shopkick offers:

American Eagle Outfitters

- June 6: 200 bonus Kicks for walking in, plus 20% off total purchase.
- June 7: 15% off AEO Footwear
- June 8: 15% off Swim.
- June 9: 15% off Jeans.
- June 10: 15% off Polos & Fashion Tops.
- June 11: 15% off Fragrance.
- June 12: 15% off Dresses/Skirts & Woven Tops.

Aerie

- June 6-10: 200 bonus Kicks for walking in, plus free matching undie with any bra purchase.

When a shopkick user walks into a participating store, the app detects the "shopkick Signal", emitted from a patent-pending device, which is picked up by the shopper's smartphone handset. Because the store is focused on rewarding actual visitors, it then delivers "kicks" via the app, which can be collected at all participating partner store locations. Kicks are redeemed for in-store gift cards, song downloads, movie tickets, Facebook Credits, donations to 30 different causes and charities and more. Walk-in rewards through shopkick are now available at 6,600 stores across the U.S.

The shopkick app is available for free on the iPhone from the App Store at www.itunes.com/appstore/ and on Android Market at <http://shopkick.com/android.html>.

About American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc. (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 North America, and ships to 77 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at approximately 25

international franchise stores in 10 countries. For more information, please visit www.ae.com.

About shopkick, Inc.

shopkick, Inc. is a Palo Alto-based startup funded by Kleiner Perkins' iFund, Greylock Partners and Reid Hoffman, founder of LinkedIn, and investor in Facebook and Zynga. In August 2010, shopkick launched the first mobile application that hands consumers high-value rewards, offers and exclusive deals at shopkick's national retail partners simply for walking into stores and malls. Even more rewards can be earned for scanning partner brand products at over 250,000 stores nationwide. In combination with a groundbreaking new location technology called "shopkick Signal", the app can verify location within feet, and because the detection occurs on the phone, privacy of presence information is completely in the users' control. Shopkick's growing partner alliance includes American Eagle Outfitters, Best Buy, Crate and Barrel, ExxonMobil, Macy's, Old Navy, Simon Property Group, The Sports Authority, Target, Toys"R"Us, west elm, The Wet Seal, Visa, Kraft Foods, Procter & Gamble, Unilever, Intel, HP and more. shopkick is the only 100% performance-based marketing platform in the physical retail world, with measurable foot traffic and transactions at stores. The app grew to 3 million users in its first 18 months. The free shopkick app is available for the iPhone and Android.