



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

New Balance and aerie by American Eagle Introduce Exclusive Fitness/Lifestyle Shoe

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The New Balance 600 is Available at aerie Standalone Stores Across the Country and Online at www.aerie.com

BOSTON & PITTSBURGH--(BUSINESS WIRE)--Sep. 1, 2009-- New Balance and aerie by American Eagle, the intimates and dormwear® line from American Eagle Outfitters, Inc. (NYSE:AEO) today announced the introduction of the New Balance 600, a new fitness lifestyle shoe. The NB 600 is available beginning today exclusively at all aerie standalone stores across the country. Offered at \$65, the shoe is designed to complement aerie f.i.t.™, aerie's fitness and workout wear line.

The NB 600 features a comfort molded EVA sole unit, Abzorb (a proprietary cushioning foam that resists compressions for all day comfort) and a lightweight mesh upper. The 600 is available in two trendy color combinations of grey/pink and white/lime, the perfect solution for the girl who wants an athletic look without sacrificing fashion.

"With this program we have the opportunity to reach a style-savvy consumer with fashionable athletic footwear that merchandises with the incredible range of aerie," says Steve Gardner , strategic business unit manager for New Balance Lifestyle. "It's a program that brings a fresh perspective to product and merchandising, while synergizing these two great brands."

"We are excited to offer an exclusive, performance shoe to complete the aerie f.i.t. collection for our customers," said Christiane Pendarvis , chief merchandising officer for aerie. "New Balance is the ideal partner for us given their

reputation for quality and style.”

Since its launch in fall of 2007, aerie f.i.t. has been a successful component of the aerie lifestyle brand. It includes a variety of exercise clothing and accessories including pants, leggings, shorts, sports bras, tees, tanks, hoodies, wind stoppers, vests, caps and headbands. Each piece is designed for high functionality as well as style. aerie Fit Sweat Free Fabric™ is wickable, pulling moisture away from the body, and includes Real Cool Cotton, which prevents overheating. Other details include hidden money pockets, reflective piping and special flat-seam construction.

Please visit www.aerie.com for retail information.

About New Balance Lifestyle

New Balance, based in Boston, MA, continues its tradition of premium footwear. Designed for both men and women, New Balance footwear features the finest construction and quality. Ranging from all-time classic favorites to reinvented modern silhouettes, each Lifestyle shoe features innovative materials and technologies that keep the New Balance brand as relevant and sought after today as it was 100 years ago. Celebrating heritage, craftsmanship, innovation and imagination, New Balance Lifestyle fuses classic designs from the past with bold ideas from the future.

Please visit www.newbalance.com/lifestyle for more information.

About American Eagle Outfitters, Inc.

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 954 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 133 standalone stores in the U.S. and Canada and online at www.aerie.com. MARTIN + OSA® provides clothing and accessories in the tradition of hip, classic American style 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6039662&lang=en>

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NB Lifestyle

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