NEWS RELEASE

Off the streets and into skateparks American Eagle Outfitters Foundation and KaBOOM! announce $250,000 new national skatepark partnership

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Pittsburgh, PA SEPTEMBER 24, 2003 – The American Eagle Outfitters (AE) Foundation and the national nonprofit organization KaBOOM! announced today a first-of-its-kind partnership to build free public skateparks across the country. To officially launch the alliance, AE and KaBOOM!, with support from the D.C. Parks and Recreation Department, constructed the first free public skatepark in Washington, D.C., at 11th and Rhode Island in the Shaw neighborhood on Saturday, September 20, 2003.

The AE Foundation will support ESKAL8, the national skatepark program powered by KaBOOM!, by funding park equipment and enlisting volunteers to help build quality skateparks for American youth across the U.S. The Foundation will also sponsor a national challenge grant program to help communities complete fundraising for their own local skateparks. The Foundation's new AE RIDE program will engage thousands of young adults in meeting the demand for places to safely skateboard, in-line skate and BMX bike.

“The AE Foundation searched for a program that would allow us to give back to our customers who have made us the leading lifestyle retailer we are today,” said Nicole McGalla, director of the AE Foundation. “We know our customers love extreme sports and that there is a shortage of free, high-quality locations for them to practice these activities. Providing funding for safe places that allow young adults to practice healthy sports is a great way to achieve our goals. It's a thrill to bring the first AE RIDE skatepark to Washington, D.C., which has always been a supportive market to our company.”

With the construction of community-build skateparks like the one built in Washington, D.C., AE RIDE, through

ESKAL8, will advocate the right to a quality place where youth can practice their sport and also promote responsible biking, skateboarding and rollerblading. There are 13 million skateboarders in the U.S. and only 1,000 skateparks nationwide. It is estimated that only 12 percent of skaters have access to a skatepark, leaving 88 percent to skate in streets or on other public property. All of the skateparks constructed under the new partnership will require the use of safety equipment such as helmets and pads.

For the kick-off build on September 20th, local volunteers from the community joined over 100 American Eagle Outfitters employees from 26 D.C. metro area stores to construct ramps, jumps and grind boxes in the previously unusable area. Professional skateboarder Brian Patch provided a 20-minute exhibition skate on the new equipment and then signed autographs for fans who came out to celebrate the opening of the park.

Since 1995, KaBOOM! has inspired organizations, businesses and individuals to join together to build safe, much needed playgrounds in communities nationwide. To meet the escalating needs of youth and communities, KaBOOM! has begun to facilitate the group planning and design of new community skateparks by bringing together young people, community leaders and corporate partners through the new ESKAL8 program.

“An ESKAL8 skatepark is a public space, designed and built by the local community, where youth can safely challenge themselves, not only through the planning process, but also as they skateboard, BMX bike, and in-line skate,” said Darell Hammond, CEO and co-founder of KaBOOM!. “The planning process culminates in an ESKAL8 skatepark build day, which is a high energy, done-in-a-day volunteer event—an old-fashioned barn-raising with an urban skater twist,” Hammond added.

About American Eagle Outfitters
American Eagle Outfitters (NASDAQ: AEOS) is a leading lifestyle retailer that designs, markets, and sells its own brand of relaxed, versatile clothing for twenty-somethings, providing high-quality merchandise at affordable prices. AE's collection includes modern basics like jeans, surplus pants, and graphic T's as well as a stylish assortment of cool accessories, outerwear, footwear, and swimwear. AE's Canadian subsidiary, Bluenotes/Thriftys, targets a slightly younger demographic, offering a more urban/suburban, denim-driven collection for 12- to 22-year-olds. American Eagle Outfitters currently operates 724 AE stores in 49 states, including 26 in the District of Columbia metro area, 60 AE stores in Canada, and 111 Bluenotes/Thriftys stores in Canada. AE also operates via its Web business, ae.com, which offers additional sizes and styles of favorite AE merchandise.

About the AE Foundation
FREE to Make Our World a Better Place
The AE Foundation and its FREE initiative directs financial and volunteer contributions toward projects that improve the quality of life where AE associates and customers live, work and play. Committed to giving back to our customers and communities who have contributed to our success, the AE Foundation funds teen and college

student programs that contain one or more of the FREE values listed below:

- Foster civic engagement
- Render safe and nourishing places
- Embrace diversity
- Encourage youth/teen Development

About ESKAL8

To meet the escalating play needs of youth and communities, KaBOOM!, a national nonprofit organization that has facilitated the construction more than 500 playgrounds, recently launched ESKAL8, a new national skatepark program. Through ESKAL8, KaBOOM! will mobilize youth, community leaders and sponsors to create high-quality public skateparks for youth in communities nationwide. The ESKAL8 program is at the forefront of leading skatepark construction projects, educating through challenge grants, publications and technical assistance, and advocating for the right to skate safely. In addition to the park in Washington D.C., ESKAL8 skateparks have been constructed in New York City, NY, San Antonio, TX and Norwich, NY. Plans for additional parks in 2003 include Boston, MA, Baton Rouge, LA and Atlanta, GA. For more information, visit www.eskal8.org or call (202) 659-0215.