



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

77kids by american eagle Pop-up Store at The Mall at Robinson Will Remain Open for Spring

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Based on Positive Response to Holiday Pop-up, Customers Can Shop 77kids Spring Assortment Through April 3

PITTSBURGH, Jan 21, 2010 (BUSINESS WIRE) -- 77kids by american eagle, the children's brand from American Eagle Outfitters, Inc. (NYSE: AEO), today announced that its pop-up store at The Mall at Robinson will remain open through April 3, based on positive customer response during the holiday season. The store closed for one week to refresh the interior décor and restock with spring merchandise, and reopens for customers beginning today.

The pop-up is located on the second floor of The Mall at Robinson, next to the food court. Permanent 77kids stores are planned for 2010.

"The positive customer response to our holiday 77kids pop-up was overwhelming," said Betsy Schumacher, chief merchandising officer, 77kids by american eagle. "We couldn't think of a better way to thank our friends in Pittsburgh than to give them another season of great 77kids shopping."

The updated pop-up store will feature top selections from the spring assortment, which is grounded in denim, with on-trend washes and fits for all kids. Customers will also find fleece and graphic tees in happy colors, with kid-cool graphics. As with the holiday pop-up, customers can shop the full 77kids spring assortment at a touch screen kiosk in the store.

Completely updated for spring with an infusion of color and energy, the shopping environment still feels

deliberately temporary, yet fun and functional, including plywood floors, chalkboard signage throughout, and an eclectic music mix. Chalkboards, free candy and treats help to keep kids occupied while purchases are made.

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(R) 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(R) 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(R) clothing, 77kids focuses on great fit, value and style.

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(R) brand targets 15 to 25 year old girls and guys, with 951 stores in the U.S. and Canada and online at www.ae.com. aerie(R) by american eagle offers Dormwear(R) and intimates collections for the AE(R) girl, with 137 standalone stores in the U.S. and Canada and online at www.aerie.com. MARTIN + OSA(R) 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(TM) by american eagle(TM), is available online only at www.77kids.com. 77kids offers "kid cool," durable clothing and accessories for kids ages two to 10. AE.COM(R), the online home of the brands of AEO, Inc. ships to more than 60 countries worldwide.

About The Mall at Robinson

The Mall at Robinson is an 863,791 square-foot, regional shopping center located in Robinson Township, at the intersection of Route 60 and Route 22/30 on Robinson Centre Drive. The Center is anchored by Dick's Sporting Goods, JCPenney, Macy's and Sears, and includes more than 120 premier shops, Houlihan's and a food court. For more information, visit www.shoprobinsonmall.com. The Mall at Robinson is owned and managed Forest City Enterprises, Inc. is an \$11.7 billion NYSE-listed national real estate company. Forest City Enterprises, Inc. is principally engaged in the ownership, development, management and acquisition of commercial and residential real estate and land throughout the United States. For more information, visit www.forestcity.net.

SOURCE: American Eagle Outfitters, Inc.

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