



**AMERICAN EAGLE
OUTFITTERS**

NEWS RELEASE

American Eagle Outfitters Announces "AE Holiday Wishes" Promotion Where Every Customer Wins

11/20/2007

More than One Million Prizes Will Be Won Over Three Days,
Including New Cars, College Tuition, AE Gift Cards and Free Movie
Rentals

PITTSBURGH--(BUSINESS WIRE)--Nov. 20, 2007--American Eagle Outfitters, Inc. (NYSE:AEO) today announced a three-day holiday promotion in which every customer who shops wins a prize. Beginning Thanksgiving Day online, and in US stores on Friday and Saturday, November 23 and 24, every customer making a purchase receives an instant-win scratch-off card that shows which of the following prizes they've won: a 2008 Kia Sportage or Kia Spectra5, \$15,000 for college tuition, an AE gift card ranging from \$500 to \$25, or a free movie rental good at BLOCKBUSTER(R). EVERY card is a winner. (a)

In a recent online survey, AE asked its customers what their top holiday gifts would be, and among the top responses were new cars, money for college, AE clothes and time with friends. Based on this feedback, American Eagle Outfitters created AE Holiday Wishes as a way to surprise and delight customers as they kick off their holiday shopping both online and at the mall.

"AE Holiday Wishes is our way of thanking customers for shopping with us," said Kathy Savitt, executive vice president and chief marketing officer of American Eagle Outfitters, Inc. "We're thrilled to be working with partners like Kia Motors and BLOCKBUSTER to create such a fun and exciting experience this holiday."

"For the first time Kia Motors is partnering with American Eagle Outfitters, and we are excited to do so as part of the

Holiday Wishes program," said Ian Beavis, vice president, marketing for Kia Motors America. "Although a new Sportage or Spectra5 won't fit under the tree, we are delighted to fill six driveways with holiday wishes."

(a) Alternate entry available. See official AE Holiday Wishes rules for complete details:

www.ae.com/web/holidaywishes

About American Eagle Outfitters

American Eagle Outfitters, Inc. (NYSE:AEO) is a leading retailer that operates under the American Eagle Outfitters(R) and MARTIN + OSA(TM) brands.

American Eagle Outfitters designs, markets and sells its own brand of laidback, current clothing targeting 15 to 25 year-olds, providing high-quality merchandise at affordable prices. AE's original collection includes standards like jeans and graphic Ts as well as essentials like accessories, outerwear, footwear, basics and swimwear. American Eagle currently operates 853 stores in 50 states, the District of Columbia and Puerto Rico, and 74 AE stores in Canada. American Eagle also operates ae.com(R), which offers additional sizes and styles of favorite AE(R) merchandise and ships to more than forty countries around the world. The American Eagle(R) brand also includes a Dormwear(R) collection, [aerie](http://aerie.com)(TM), which is available in 38 standalone stores, American Eagle stores and at aerie.com. The collection includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AE girl. Designed to be sweetly sexy, comfortable and cozy, the aerie brand offers AE customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom.

MARTIN + OSA, a new sportswear concept carrying "refined casual" clothing and accessories for men and women aged 28 to 40. MARTIN + OSA currently operates 18 stores. For additional information and updates, visit **www.martinandosa.com**.

About Kia Motors America

Kia Motors America - the sales, marketing and distribution arm of Kia Motors Corporation in Seoul, South Korea - offers a complete line of vehicles through more than 630 dealers throughout the United States. For more information, including photography, visit **www.kiamedia.com**.

About Blockbuster

Blockbuster Inc. (NYSE: BBI, BBI.B) is a leading global provider of in-home movie and game entertainment, with over 7,800 stores throughout the Americas, Europe, Asia and Australia. The Company may be accessed worldwide at **www.blockbuster.com**.

CONTACT: American Eagle Outfitters

Christine Miller, 212-465-4092

millercp@ae.com

OR

Blockbuster Inc.

Karen Raskopf, 214-854-3190

Senior Vice President, Corporate Communications

or

Randy Hargrove, 214-854-3190

Senior Director, Corporate Communications

SOURCE: American Eagle Outfitters, Inc.