



NEWS RELEASE

American Eagle Outfitters Launches New Customer Loyalty Program – AEO Connected

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New Integrated Loyalty Program Delivers Enhanced in-Store, Online and Mobile Brand Experience

PITTSBURGH--(BUSINESS WIRE)-- American Eagle Outfitters, Inc. (NYSE:AEO) today announced the launch of AEO Connected, a new, highly-digitized loyalty program serving all American Eagle and Aerie customers. Over 16 million current rewards members were immediately converted to AEO Connected, where they enjoy greater convenience, more rewards and an enhanced customer experience.

"Staying connected to our customers is at the core of everything we do, so we are excited to offer a unique program to attract new members and build on the strength of our brands, while highlighting our leading product categories, AE jeans and Aerie bras. AEO Connected rewards brand advocates and encourages greater customer engagement, beyond just transactional," said Kyle Andrew, American Eagle Outfitters Chief Marketing Officer. "The new platform provides flexibility to evolve with the changing needs of our customers and supports upgraded features such as greater personalization, enabling us to provide a truly special customer experience."

AEO Connected Highlights include:

- Upgraded rewards for our best customers and brand advocates
- Full integration with AE and Aerie's branded credit cards
- Special perks for purchasing key items, jeans and bras

- Exclusive member access to concerts, festivals and special events

Joining AEO Connected is free and can be done in stores, on the AEO mobile app or online. Customers are instantly awarded 500 points upon signing up, and begin earning rewards immediately. AEO Connected also offers enhanced perks for AE and aerie branded credit card customers, including free standard shipping and faster rewards.

About American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc. (NYSE: 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 the United States, Canada, Mexico, China and Hong Kong, and ships to 82 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at more than 190 international locations operated by licensees in 24 countries. For more information, please visit www.ae.com.

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Olivia Messina, 412-432-3300