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NEWS RELEASE

Cotton Incorporated Partners with American Eagle Outfitters for Nationwide "Cotton. From Blue To Green.(R)" Denim Recycling Program

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Customers Who Bring Old Jeans to any American Eagle Outfitters Store or One of 47 Major College Campuses Receive 20% Off Entire Purchase

NEW YORK, Oct 05, 2011 (BUSINESS WIRE) --Cotton Incorporated and American Eagle Outfitters, Inc. (NYSE: AEO) today announced a partnership for the COTTON. FROM BLUE TO GREEN.(R) denim recycling program, taking place in more than 850 American Eagle Outfitters stores and 47 college campuses across the U.S.

Beginning today through October 18, American Eagle Outfitters customers are invited to bring any type of denim from any brand to American Eagle Outfitters stores. The denim is then given a "new life" by being converted into UltraTouch™ Denim Insulation, and provided to communities in need. Everyone who recycles their denim at AEO stores will receive a 20% discount on their entire purchase that day.

Additionally, 47 college campuses across the country, including Cornell University, University of Massachusetts, University of Central Florida, Texas State University and UCLA are participating. Recycling containers identical to the ones in stores will be placed in central locations and will accept donations during specified days and times. Customers who recycle their denim will receive a 20% off coupon to be used at any U.S. American Eagle Outfitters store. A full list of participating campuses is available at www.ae.com/studentunion.

"Cotton Incorporated is excited to strengthen our partnership with American Eagle Outfitters," said Andrea Samber, National Spokesperson, COTTON. FROM BLUE TO GREEN. "We have been working with them for years on a

corporate responsibility initiative, but as the denim recycling program continues to gain popularity with consumers, we are eager to build on our current relationship with America Eagle Outfitters by allowing their customers to participate in the in-store program this fall."

"American Eagle Outfitters customers care about the environment, and want to help communities in need," said Marcie Eberhart, director of the AEO Foundation. "This program enables them to do both, as well as receive a fantastic offer on the new fall collection."

In 2006, Cotton Incorporated and Bonded Logic partnered for the launch of the COTTON. FROM BLUE TO GREEN.(R)denim recycling program. The denim collected is given new life by converting it to UltraTouch(TM) Denim Insulation and provided to communities in need to assist with building efforts, often in areas affected by natural disasters. Since the program began, the COTTON. FROM BLUE TO GREEN.(R) denim recycling program has recycled enough denim to create natural cotton fiber insulation for more than 1,300 homes.

For a listing of participating American Eagle Outfitters locations and participating college campuses, as well as more information about the program, visit www.CottonFromBlueToGreen.org.

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 935 stores in the U.S. and Canada and online at www.ae.com. aerie(R) by american eagle offers apparel and intimates collections for the AE(R) girl, with 158 standalone stores in the U.S. and Canada and online at www.aerie.com. The latest brand, 77kids(R) by american eagle(R), is available online at www.77kids.com, as well as at 22 stores across the nation. The 77kids brand offers small sizes and great big style for kids 0-14. AE.COM(R), the online home of the brands of AEO, Inc. ships to 76 countries worldwide.

About Bonded Logic Inc.

With more than 35 years of insulation experience, Bonded Logic Inc. markets and manufactures a wide range of thermal and acoustical insulation products for multiple industries. Based in Chandler, Ariz., Bonded Logic offers a superior performing natural fiber product to meet every insulation need, while keeping consumers and the environment safe and healthy. The company is best known for its UltraTouch(TM) Denim Insulation - sourced entirely of post-consumer blue jeans and is free of harsh chemicals. Bonded Logic is an OEM supplier to leading manufacturers in various industries. Bonded Logic's products are widely available throughout the United States. For more information or to find a distributor, visit www.bondedlogic.com.

About Cotton Incorporated

Cotton Incorporated, funded by U.S. growers of upland cotton and importers of cotton and cotton textile products, is the research and marketing company representing upland cotton. The Program is designed and operated to improve the demand for and profitability of cotton. For more information, please contact Shawn Steiner at 212-413-8350 or ssteiner@cottoninc.com.

SOURCE: American Eagle Outfitters, Inc.

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