



AMERICAN EAGLE
OUTFITTERS

NEWS RELEASE

American Eagle Outfitters Launches Back-to-School Social Media Photo Campaign

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Customers Upload Photos of Themselves Wearing AE Denim for a Chance to Win \$3,000 and a Spot in Future AE Photo Shoot

PITTSBURGH, Jul 21, 2011 (BUSINESS WIRE) --American Eagle Outfitters, Inc. (NYSE: AEO) today announced a social media photo campaign for back-to-school. "AE BestShot" enables customers to upload photos of themselves wearing AE denim. Ten grand prize winners will receive \$3,000 and a spot in a future AE photo shoot. Two hundred winners will receive \$100 AE gift cards and their photo featured on AE's 25-story LED screen outside its flagship store in Times Square.

"American Eagle Outfitters customers are avid social media users, and they love to share photos," said Fred Grover, executive vice president, American Eagle Outfitters, Inc. "Showcasing our customers wearing their AE jeans is a great way to jumpstart back-to-school shopping and build excitement about our new fits and washes."

Customers can participate in the contest by visiting www.ae.com/bestshot or clicking the "AE BestShot" tab on the American Eagle Outfitters Facebook fan page. There is also an "AE BestShot" app for iPhone and Android devices. For each entry, customers choose a category for their photo, such as Most Likely Model, Most Athletic, Coolest Hipster and Aspiring Artist. They share their entries via Facebook(R) and/or Twitter and encourage friends to vote for them. Winners are selected by customer votes each week from today through August 16, and customers can submit as many photos as they want. Weekly winners become finalists for the grand prizes. Grand prize winners will be announced on August 25. The last day to submit photos is August 16.

Facebook(R) is a registered trademark of Facebook Inc.

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 930 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 150 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 19 stores across the nation. The 77kids brand offers small sizes and great big style for kids. AE.COM(R), the online home of the brands of AEO, Inc. ships to 76 countries worldwide.

SOURCE: American Eagle Outfitters, Inc.

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