



**AMERICAN EAGLE  
OUTFITTERS**

NEWS RELEASE

# Aerie by American Eagle and Bright Pink Team up to Beat Breast Cancer

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Intimates Apparel Brand to Donate \$1 for Every Bra Sold  
Aerie Store Parties Across the Country  
Ultimate New Year's Eve Experience Auctioned on eBay  
Pittsburgh "Bras Across the Bridge" Event on September 28

PITTSBURGH & CHICAGO, Sep 22, 2011 (BUSINESS WIRE) -- Aerie, the intimates and apparel brand from American Eagle Outfitters, Inc. (NYSE: AEO), today announced a partnership with Bright Pink, a non-profit focused on the prevention and early detection of breast and ovarian cancer in young women. The goal of the partnership, which begins today and continues through October, is to educate customers about the importance of proactively managing one's breast and ovarian health, raise funds for Bright Pink, and have fun at the same time.

"Aerie is proud to support a cause that affects our customers so directly and profoundly," said Jennifer Foyle, chief merchandising officer of Aerie. "Working with Bright Pink, Aerie has created an exciting program that will engage customers and build a groundswell of support."

"We feel so blessed, having the opportunity to partner with Aerie and to reach and inspire thousands of young women nationwide to take a proactive approach with their breast health," said Bright Pink Founder and Executive Director, Lindsay Avner. "The funds raised from this partnership will help Bright Pink expand our breast health educational services, undoubtedly saving countless lives."

The partnership includes several components:

- \$1 donation for every bra sold in Aerie's 137 stores across the country to Bright Pink, up to \$50,000. Additionally, customers will be invited to make a personal donation of any amount in stores, to benefit Bright Pink.
- In-store parties will feature pink treats and giveaways, special pink Aerie merchandise, and a brand new "Bright Pink" nail polish. For information on parties, visit <http://www.aerie.com/facebook>.
- Aerie Ultimate New Year's Eve Experience will be included in eBay's Giving Works Charity Auction from September 22 to October 2. The experience includes luxury hotel accommodations in New York City's Times Square Le Parker Meridien, spa treatments at the Warren Tricomi Salon & Spa, an Aerie shopping spree complete with personal style expert, and VIP tickets to Dick Clark's New Year's Rockin' Eve with Ryan's Seacrest Times Square show. Visit <http://www.ebay.com/bebrightpink> to place a bid.
- Bras Across the Bridge will take place on September 28 in Pittsburgh. Aerie employees will hang hundreds of bras from the Hot Metal Bridge, located in Pittsburgh's SouthSide Works neighborhood and adjacent to the American Eagle Outfitters and Aerie corporate headquarters.

The program will be promoted by Aerie and Bright Pink through Facebook, customer e-mails and in-store marketing. In Aerie fitting rooms, customers will be invited to text PINK to 59227 to subscribe to Bright Pink's popular "Underwire Alerts." For more information, visit <http://www.facebook.com/aerie> and <http://www.facebook.com/brightpink>.

Aerie (<http://www.aerie.com>) is a collection of bras, undies and apparel created for every girl. Designed to be pretty, natural, comfortable and sexy, Aerie products are specially created to make you happy and feel good.

## About Bright Pink

Founded in 2007 and based on a dream of empowering young women to become advocates for their health, Bright Pink is now the only national non-profit organization with an exclusive focus on the prevention and early detection of breast and ovarian cancer in young women. With 10 chapters nationwide, nine diverse educational and support programs and a network of over 50,000, Bright Pink engages young women in potentially lifesaving conversations, while arming them with knowledge and empowering them to take control of their breast and ovarian health. Visit [BeBrightPink.org](http://BeBrightPink.org). Like us on Facebook at [Facebook.com/BrightPink](http://Facebook.com/BrightPink) and follow us on Twitter @BeBrightPink.

## 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® 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](http://www.ae.com). aerie® by american eagle offers apparel and intimates collections for the AE® girl, with 155 standalone stores in the U.S. and Canada

and online at [www.aerie.com](http://www.aerie.com). The latest brand, 77kids® by american eagle®, is available online at [www.77kids.com](http://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®, the online home of the brands of AEO, Inc. ships to 76 countries worldwide.

SOURCE: American Eagle Outfitters, Inc.

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