



**AMERICAN EAGLE  
OUTFITTERS**

NEWS RELEASE

# American Eagle Outfitters to Open Stores Throughout Israel

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**First Store Opens February 2; Ten Additional Stores to Open in the Next Month with Franchise Partner Fox-Wizel**

PITTSBURGH--(BUSINESS WIRE)--Jan. 31, 2012-- American Eagle Outfitters, Inc. (NYSE:AEO) today announced that its first store in Israel will open to the public on Thursday, February 2, at Ramat Aviv Mall, in Tel Aviv. Ten additional stores are planned over the next month, in locations such as The Big Mall in Petach Tikva, Kiryat Ono Mall, and Mall of Haifa. The franchise stores will be operated by Fox-Wizel Ltd., a leading retailer and wholesaler in the region.

AEO has been expanding its international presence for the past three years, now with 21 stores in 10 countries, partnering with retail experts in each region. Today, there are franchise stores open in Russia, China, Hong Kong and various cities throughout the Middle East. The first stores in Japan are slated to open in the coming months.

"American Eagle Outfitters customers in Israel are incredibly passionate about the brand," said Simon Nankervis, vice president of global business development, American Eagle Outfitters, Inc. "We are excited to offer them the opportunity to enjoy our in-store shopping experience at several great locations throughout the region."

In addition to Ramat Aviv Mall, future American Eagle Outfitters store locations include, but are not limited to:

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Tel Aviv:

The Big Mall, 7 Stars Mall, Dizingoff Center

Haifa:	Kiryon, Grand Mall, Mall of Haifa
Beer Sheva:	Hanegev Mall, Big Center
Kiryat Ono:	Kiryat Ono Mall
Ra'anna:	Renanim
Rishon Lezion:	Hazahav Mall
Netanya:	Sea City Mall

Even before American Eagle Outfitters began opening stores abroad, customers around the world were fans of the brand. The company's e-commerce site shipped internationally beginning in 2004, and today ships to 77 countries, with Italy being the latest to join. All American Eagle Outfitters international stores offer a similar product assortment as those in the U.S., which is well known for being high-quality, on-trend fashion at affordable prices. Most stores also feature the company's Aerie brand, a confident, sexy intimates and apparel line for young women in their twenties.

## About American Eagle Outfitters

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 more than 937 stores worldwide, and online at [www.ae.com](http://www.ae.com). aerie® by american eagle offers Dormwear® and intimates collections for the AE® girl, with 158 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 21 stores across the nation. The 77kids brand offers "kid cool," durable clothing and accessories for kids ages zero to 14. AE.COM®, the online home of the brands of AEO, Inc. ships to 77 countries.

Source: American Eagle Outfitters, Inc.

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