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OUTFITTERS

NEWS RELEASE

Bright Pink Teams Up with Aerie for 8th Consecutive Year for the 2017 Take Care of Your Girls Campaign Dedicated to Breast Health Education

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Aerie to donate 100% of sales from Limited-Edition Tees and Pins to Bright Pink and 5% of sales on Take Care of Your Girls Day 9/28

CHICAGO--(BUSINESS WIRE)-- Bright Pink, a national non-profit organization dedicated to the prevention and early detection of breast and ovarian cancer in young women, is proud to announce an initiative with Aerie in support of Breast Cancer Awareness Month.

"We're incredibly grateful to have a long-standing partner like Aerie that shares our vision to lift up millions of young women to live their best lives," said Bright Pink CEO, Katie Thiede. "Through the Take Care of Your Girls campaign, we will raise critical funds to fuel our life saving educational programs."

Highlights include:

- Over the next month, Aerie will offer a Limited-Edition Bright Pink Tee and Pin with 100% of sales going directly to the cause.
- On September 28th Aerie will celebrate Take Care of Your Girls Day by donating 5% of sales at Aerie stores and aerie.com to Bright Pink. Additionally, educational workshops will be held in select stores and throughout the fall on college campuses #BrightenUpCollegeTour.
- Aerie will also offer shoppers the opportunity to make donations in stores and to sign up for Bright Pink's

Breast Health Reminders by texting AERIE to 59227.

“The passion and dedication we share with the team at Bright Pink have been a highlight of our work to educate and raise awareness to young women everywhere,” said Aerie Global Brand President, Jen Foyle. “Aerie’s support for breast and ovarian cancer prevention underscores our deep commitment to our customers and associates to be proactive about prevention, early detection and an overall healthy lifestyle.”

Now in its 8th year, the program will be promoted by Aerie and Bright Pink through social channels, customer e-mails, Times Square Billboards, at Aerie.com and through in-store marketing. In 2016, the program raised more than \$391,000 for the charity’s educational initiatives.

For more information, visit www.aerie.com/aeriesupports.

About Bright Pink®

Bright Pink is a national non-profit focused on the prevention and early detection of breast and ovarian cancer in young women. The organization’s mission is to save women’s lives from breast and ovarian cancer by empowering them to live proactively at a young age. Bright Pink’s innovative programs educate and equip young women to **assess their risk** for breast and ovarian cancer, reduce their risk, and detect these diseases at early, non life-threatening stages. Founded in 2007, Bright Pink strives to reach the 52 million women in the US between the ages of 18-45 with this life-saving education. Put Awareness In Action™ at BrightPink.org.

About Aerie

Aerie is bras, undies, swim, activewear and more for every girl. Aerie is committed to making all girls feel good about their real selves, inside and out. No retouching, ever. Always #AerieREAL. Let the real you shine. For more information, please visit www.aerie.com.

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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