AMERICAN EAGLE OUTFITTERS

NEWS RELEASE

Special Jonas Brothers One-Time-Only Appearance Online at www.77kids.com This Sunday, November 16 at 3 P.M. Eastern Time

11/13/2008

Customers Can Choose Their Own 77kids Characters, Select Various Camera Angles and Post Messages with Friends for Real-Life Viewing Experience

PITTSBURGH--(BUSINESS WIRE)--Nov. 13, 2008--American Eagle Outfitters, Inc. (NYSE: AEO) today announced its launch of a new brand for kids, 77kids by American Eagle, with a special performance by the Jonas Brothers at www.77kids.com. The one-time-only event will take place in Los Angeles on November 14 to celebrate the launch of 77kids' debut collection. The event will then stream only once online for fans worldwide this upcoming Sunday, November 16 at 3 p.m. EST. Customers can experience the event by selecting online characters that can walk the red carpet as well as join the Jonas Brothers on a video tour of the venue. Fans can also select different camera angles, including a "Nick Cam," Joe Cam" and "Kevin Cam" throughout the special appearance.

"Our goal was to create an authentic Jonas Brothers experience that 77kids customers worldwide can enjoy right from their computer screens," said Kathy Savitt, executive vice president and chief marketing officer, American Eagle Outfitters, Inc. "The Jonas Brothers epitomize the 'kid cool' style that the 77kids brand stands for."

Beginning today, fans can visit the 77kid gallery at 77kids.com to choose between fourteen "kid cool" characters that best represent their style. The 77kid character can walk the red carpet and be part of the virtual crowd of Jonas Brothers' fans during the online broadcast on Sunday, November 16. Viewers can find their character in the crowd and post messages on the Jonas Brothers message board. Through November 13, 77kids is also running a nationwide sweepstakes in which customers can win signed Jonas Brothers merchandise.

"We are excited for our fans to see us perform on 77kids.com," said Nick Jonas. "We like to think of it as an all-access video pass. Don't forget to log on November 16!"

For a limited time, two Jonas Brothers' songs from this special appearance ("Shelf" and "Lovebug") will be available for extended play through November 30 on 77kids.com.

77kids by american eagle(TM) offers on-trend, high-quality clothing and accessories for kids age two to 10. The 77kids(TM) brand was designed to fill a need in the marketplace by offering the fresh, "kid-cool" styles that kids want alongside the function, durability and value that moms want. American Eagle Outfitters, Inc. was founded in 1977, which is the inspiration for the name 77kids. The new brand draws from the strong heritage of the American Eagle Outfitters brand, with a point-of-view that's thoughtful, playful and real. Like American Eagle(R) clothing, 77kids focuses on great fit, value and style.

ABOUT JONAS BROTHERS: A pop culture phenomenon of the first order in North America and becoming one around the globe, the Jonas Brothers - Kevin, Joe and Nick - created headlines and hysteria this summer with their sold-out tour Burning Up Tour in the U.S, the premiere of their smash hit television movie, Camp Rock, and release of their new album, A Little Bit Longer. The album debuted at #1 on Billboard in the U.S. where it spent two weeks in the top position and was one of three Jonas Brothers albums in the top 10 in one week - shattering previous records for the most albums in the top 10 for one artist.

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 956 stores in the U.S. and Canada and online at www.ae.com. aerie(R) by american eagle offers Dormwear(R) and intimates collections for the AE(R) girl, with 112 standalone stores in the U.S. and Canada and online at www.aerie.com. MARTIN + OSA(R) provides Refined Casual(TM) fashions for 28 to 40 year old men and women at its 28 stores and online at www.martinandosa.com. The latest brand, 77kids(TM) by american eagle(TM), is available online only at www.77kids.com, offering "kid cool," durable clothing and accessories for kids ages two to 10. AE.COM(R), the online home of the brands of AEO, Inc. ships to more than 60 countries worldwide.

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SOURCE: American Eagle Outfitters, Inc.