NEWS RELEASE

# American Eagle Outfitters Announces `Great Gifts' Program to Promote Volunteerism

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WARRENDALE, Pa.--(BUSINESS WIRE)--Oct. 27, 2004--

Survey Shows Most Teens and Young Adults Want to Give Back But Don't

Know How to Get Started; Good Friends. Good Times. Great Gifts.

Holiday 2004 Collection

Generosity never goes out of style. So, to help the fashion conscious nurture their social consciences, leading lifestyle retailer American Eagle Outfitters, Inc. (AE) is launching "Good Friends. Good Times. Great Gifts." This Great Gifts campaign aims to promote volunteerism in the most effective way possible-- through action rather than words.

As part of the program, which runs from Oct. 27 -Nov. 16, about 4,000 of the company's employees will donate a total of 12,000 hours of time to Jumpstart, YMCA National Safe Place, and Big Brothers Big Sisters of Canada. These charities offer services ranging from literacy to shelter, focus on serving teenagers and young adults in need, and encourage young adults to volunteer. In addition to providing the charitable organizations with needed support, the AE volunteers will also act as role models and informational resources to like-minded youth interested in community involvement but unsure of where or how to start. Through leadership, motivation and education, AE hopes to provide that guidance and spark a wave of volunteerism among teenagers and young adults throughout

the United States and Canada.

The Great Gifts program reflects the findings of an online survey recently conducted by AE and Sovereign Marketing, which indicated that AE's target customers believe in the importance of community involvement, but need direction to act. The survey, which took place September 17-20, 2004, and included 1,009 individuals ages 15-25, showed that while 88 percent of American teenagers and young adults are volunteer-minded, 41 percent have never volunteered. Of those respondents who do not volunteer, 29 percent stated they do not know how to get started, while 38 percent would get involved if they knew how and where. In addition, 39 percent would volunteer if they knew it would make a real difference.

Of those young people who do volunteer, the survey showed that 45 percent volunteer because they feel passionate about a cause and 62 percent feel they should do something to help. Finally, 82 percent of all American young people find that either literacy or teen-related causes including anti-smoking and drugs and teen shelters resonate most with them.

"The Great Gifts volunteerism survey clearly shows that teenagers and young adults are ready, willing and able to contribute to their communities but need more information and support to do so," said Michael James Leedy, chief marketing officer at AE. "Not only is this initiative worthwhile and exciting for our customers and associates, but it realizes the mission of the AE Foundation, which is to give back to teen programs that foster civic engagement, render safe places for teens to hang out, embrace diversity, and encourage youth development."

Consumers who can't volunteer time can still contribute by donating a dollar or more at any AE store or online at ae.com. AE will give each donor a cool Great Gifts bracelet as a thank you. In addition to choosing a favorite of four colors, each donor can choose a favorite among the listed charities to benefit from his or her contribution (Jumpstart or YMCA National Safe Place in the U.S. and Big Brother Big Sisters in Canada.) One hundred percent of each donation goes to the selected charity. Wearing the bracelet will show off support for these causes and local communities.

Actress Rachael Leigh Cook also supports the Great Gifts program and encourages young people to get involved. "A lot of people in my generation want to give back but don't know how to get started. A program like Great Gifts will hopefully generate a wave of volunteerism among teens and young adults. Even if you don't have time to volunteer you can still make a difference. One hundred percent of each Great Gifts bracelet donation goes to charities related to teens and young adults--that's why it makes me proud to wear mine and demonstrate my support."

To continue the theme, AE's 2004 holiday collection is also all about Good Friends, Good Times, and Great Gifts. Relaxed, modern silhouettes in soft, comfortable fabrics embody the warmth and spirit of the season, while accessories -- from hats and scarves to bags and boxers -- add style and substance to cold-weather wardrobes.

Feminine open-neck sweaters in simple solids, signature stripes, or flirty fairisle prints highlight the women's collection and perfectly complement accessories. The crew-neck AE Snowflake Sweater, adorned with sparkly rhinestone pins that can be moved around or used elsewhere depending on your mood and style, is perfect for any holiday celebration. Or, get cozy with friends wearing the flattering, off-the-shoulder AE Sleigh Ride Fairisle Sweater paired with the AE Stretch Skinny Flare Jean or vintage-inspired AE Stretch Skinny Flare Cord. Puffy vests such as the slim-fitting, sherpa-lined AE Aspen Vest are must-haves as temperatures drop, while matching scarves, hats, and mittens brighten spirits in seasonal shades like poinsettia, icicle, and wreath.

Soft wool sweaters, functional outerwear, AE Hoodies, and AE Jeans are key items for men this holiday season. Classic button-down shirts in bright stripes, such as the AE Great Ridge Stripe Shirt, look great worn solo or underneath sweaters like the AE Lodge Stripe Sweater or solid AE Great Ridge V-neck Sweater. Paired with anything-- from rugged cargo pants to AE Jeans-- athletic and collegiate-inspired AE Hoodies will keep you warm on or off the slopes! Outerwear pieces like the corduroy AE Big Sky Jacket with sherpa lining are perfect to wear around campus, while the AE Snow Crew Jacket sports practical details for all your gear, like pockets for your MP3 player and cell phone. AE Snowboard Gloves, AE Skullcaps, and Striped Scarves tie together all of the holiday looks. Novelty boxers with fun, amusing graphics like "Naughty," "Nice" and "Santa Cowboy" express the holiday spirit!

About American Eagle Outfitters

American Eagle Outfitters (NASDAQ: AEOS) is a leading lifestyle retailer that designs, markets, and sells its own brand of relaxed, casual clothing for 15- to 25-year-olds, providing high-quality merchandise at affordable prices. AE's collection includes modern basics like jeans, cargo pants, and graphic Ts as well as a stylish assortment of cool accessories, outerwear and footwear. AE's Canadian subsidiary, Bluenotes/Thriftys, offers a more urban/suburban, denim-driven collection for 12- to 22-year-olds. American Eagle Outfitters currently operates 769 AE stores in 49 states, the District of Columbia and Puerto Rico, 68 AE stores in Canada, and 107 Bluenotes/Thriftys stores in Canada. AE also operates via its Web business, www.ae.com, which offers additional sizes and styles of favorite AE merchandise.

Through its charitable AE Foundation, American Eagle Outfitters raises funds and enlists volunteers for projects that improve the quality of life where associates and customers live, work and play. American Eagle Outfitters was the first corporate sponsor of Jumpstart and continues to play an active role in this nonprofit organization that pairs college students with preschoolers developing early learning skills.

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