NEWS RELEASE

American Eagle Outfitters Declares Quarterly Cash Dividend

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PITTSBURGH--(BUSINESS WIRE)--Sept. 4, 2008--American Eagle Outfitters, Inc. (NYSE: AEO) today announced that its Board of Directors declared a quarterly cash dividend of $0.10 per share, marking the company's 17th consecutive quarterly dividend. The dividend is payable on October 10, 2008 to stockholders of record at the close of business on September 29, 2008.

American Eagle Outfitters designs, markets and sells its own brand of laidback, current clothing targeting 15 to 25 year-olds, providing high-quality merchandise at affordable prices. The original collection includes standards like jeans and graphic Ts as well as essentials like accessories, outerwear, footwear, basics and swimwear. American Eagle currently operates 875 stores in 50 states, the District of Columbia and Puerto Rico, and 77 AE stores in Canada. American Eagle also operates ae.com(R), which offers additional sizes and styles of favorite AE(R) merchandise and ships to more than sixty countries around the world. The American Eagle(R) brand also includes a Dormwear(R) collection, aerie(TM), which is available in 83 standalone stores, American Eagle stores and at aerie.com. The collection includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AE girl. Designed to be sweetly sexy, comfortable and cozy, the aerie brand offers AE customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom.

MARTIN + OSA(TM), a concept targeting 28 to 40 year-old women and men, offers refined casual clothing and accessories, designed to be valuable, irresistible, inspiring, authentic and adventurous. MARTIN + OSA currently operates 24 stores. For additional information and updates, visit www.martinandosa.com.

The company plans to launch a children's apparel brand, 77kids by american eagle(TM), offering on-trend, high-

quality clothing and accessories for kids age two to 10. 77kids will debut online at www.77kids.com during Fiscal 2008, with brick-and-mortar stores in the U.S. planned for 2010.

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SOURCE: American Eagle Outfitters, Inc.