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NEWS RELEASE

77kids by american eagle Joins the Party at American Eagle Outfitters' Times Square Flagship

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First-Ever Manhattan Location Raises the Bar on Kids Retail with Combination of Entertainment, Music and Shopping

NEW YORK, Jul 20, 2011 (BUSINESS WIRE) --77kids by american eagle, the kids fashion brand from American Eagle Outfitters, Inc. (NYSE: AEO), opens its first-ever Manhattan location today. The aptly named "77kids NYC Style Lab" occupies the entire lower level in American Eagle Outfitters' celebrated Times Square flagship at 1551 Broadway.

"77kids at American Eagle Outfitters in Times Square continues our tradition of giving customers something completely new and unexpected," said Jim O'Donnell, chief executive officer, American Eagle Outfitters, Inc. "This is not retail-as-usual. From the assortment to the creative and entertaining activities, 77kids at Times Square is changing what it means to go shopping."

The two million New Yorkers and tourists who visit Times Square daily will be treated to a one-of-a-kind experience that epitomizes the 77kids mantra, "Long Live Fun." The store features a high-tech, interactive environment with a music theme throughout, not to mention free goodies.

The 77kids assortment outfits boys and girls up to size 14 with on-trend denim, fashion-forward separates, graphic tees, colorful hoodies and accessories. New York City-exclusive items are available, as well as edgier options such as cropped moto jackets. The Manhattan location also carries little77(R), a line of clothing and accessories for newborns to babies up to 18 months.

"We want 77kids to be the latest must-visit destination in Times Square," said Betsy Schumacher, chief merchandising officer, 77kids by american eagle. "This is a place where both kids and parents can have a blast and get great fashion."

Fun for kids and kids-at-heart:

- Enjoy 15-Seconds of Fame by taking photos in the store to appear on the 25-story exterior LED screen. Photos are free with any purchase.
- Shoot a music video in the 77kids Become a Rock Star photo booth. Footage will be projected on multiple in-store screens and on the exterior LED screens. Share the video with friends and family with an email-able link.
- Interact with animated characters and select 77kids outfits to virtually "try on" using state-of-the-art touch screens.
- Get free goodies like candy, stickers and tattoos with the Pick Yer Prize "vintage" token-activated vending machine.
- Watch jeans and tees being made in an interactive, automated production display.
- Shop New York City-exclusive product amid subway relics, a "newspaper stand," and nods to Coney Island's famous theme park.
- Cruise the motion-activated staircase that lights up as shoppers enter store.
- Meet Scratchy, the 77kids mascot, and get special offers, tokens and treats from the 77kids Yummobile cart on streets of Times Square.

For more information, visit www.77kids.com.

About 77kids by american eagle

77kids(R) by american eagle(R) offers on-trend, high-quality clothing and accessories for kids in sizes two to 14 online at www.77kids.com and at 22 stores in the U.S. The 77kids brand also includes little77(R), a line of clothing and accessories for babies zero to 18 months. 77kids draws from the strong heritage of American Eagle Outfitters(R), with a point-of-view that's thoughtful, playful and real. Like American Eagle(R) clothing, 77kids focuses on great fit, value and style. All 77kids clothing is backed by the brand's 77wash(R) and 77soft(R) guarantees to maintain size, shape and quality and to be extremely soft and comfortable through dozens of washes.

About American Eagle Outfitters, Inc.

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 930 stores in the U.S. and Canada and online at www.ae.com. aerie(R) by american eagle offers apparel and intimates collections for the AE(R) girl, with 150 standalone stores in the U.S. and Canada and online at www.aerie.com. The latest brand, 77kids(R) by american eagle(R), is available online at www.77kids.com, as well as at 22 stores across the nation. The 77kids brand offers small sizes and great big style for kids. AE.COM(R), the online home of the brands of AEO, Inc. ships to 76 countries worldwide.

SOURCE: American Eagle Outfitters, Inc.

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