NEWS RELEASE

American Eagle Outfitters Kicks Off Campaign to Support the Tour of Pennsylvania as Title Sponsor and Exclusive Apparel Retail Partner

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Leading Teen Retailer's Regional In-store and Online Marketing

Campaign to Reach Thousands of Young Customers Throughout the Region

PITTSBURGH--(BUSINESS WIRE)--May 30, 2008--American Eagle Outfitters (NYSE: AEO) today announced the kickoff of its campaign to support the Tour of Pennsylvania as title sponsor and exclusive apparel retail partner. The American Eagle Outfitters Tour of Pennsylvania, presented by Highmark Healthy High 5(R), is a USA Cycling sanctioned international race for professional riders under the age of 25. The 420 mile, six-stage race will mark the very first Tour de France-style race for young riders in the United States. As the title sponsor and exclusive apparel retail partner, American Eagle will build awareness and encourage participation among its customers through a regional in-store marketing campaign in over 90 stores and online at ae.com that includes direct mail and targeted e-mails designed to reach thousands of teens and twenties.

Beginning today, customers can purchase the limited-edition race T-shirt at www.ae.com/aetourofpa or at a participating AE store in the Pennsylvania region. For each T-shirt purchased, American Eagle Outfitters will donate $5 to the Ronald McDonald House Charities(R) to support the organization's year-round commitment to the health and well being of children around the world.

American Eagle is also providing the official logo merchandise for the race. Event goers can visit the AE experience at each race stage finish festival to purchase Tour T-shirts, polos, hoodies, track jackets, bags, as well as the limited-

edition race T-shirt. AE also designed the six AE Tour of PA award jerseys that will be presented to elite riders at each stage of the race. These iconic jerseys will be awarded to the leader, best climber, most aggressive, best sprinter, best display of teamwork and best young rider.

"American Eagle Outfitters is extremely proud to join Pittsburgh 250 and Highmark Healthy High 5 in the celebration of our region through this global sporting event," said Susan McGalla, president and chief merchandising officer, American Eagle Outfitters, Inc. "The AE Tour of PA is a natural fit for our brand, and something that our associates and customers are very excited about."

The American Eagle Outfitters Tour of Pennsylvania is also a signature sporting event of Pittsburgh 250, a commission established to celebrate the 250th anniversary of the naming of the city. The race course closely parallels the historic Forbes Trail, which in 1758 became the first road across the Alleghenies. The AE Tour of PA offers Pennsylvania communities the opportunity to celebrate their uniqueness through festivals and expos at each start and finish line. It is also an opportunity for young riders to showcase their talent among their peers and for the world to get a glimpse of the sport's future icons, Olympians and Tour de France riders.

"American Eagle Outfitters' role as title sponsor sends a strong message to our region's young people. We're proud of our past and even more excited about our future," said Bill Flanagan, executive director of Pittsburgh 250. "We're excited to have AE celebrate its first year at the SouthSide Works in the heart of Pittsburgh by partnering with Highmark Healthy High 5 to host this signature event of our 250th anniversary celebration."

Race Schedule:

June 24: Stage 1
Philadelphia(1) Prologue TT & Criterium

June 25: Stage 2
Downingtown to Carlisle(1)

June 26: Stage 3
Camp Hill to Bedford(1)

June 27: Stage 4
Bedford to Latrobe(1)

June 28: Stage 5

Ligonier to Pittsburgh's South Side(1)

June 29: Stage 6
Downtown Pittsburgh(1) - Circuit Race
(1)Host city for AE Tour of PA race stop festivities and expo.
For more information, visit www.ae.com/aetourofpa.
About the American Eagle Outfitters Tour of Pennsylvania, presented by Highmark Healthy High 5(R):

The world's richest cycling race for elite international cyclists under age 25. The six day, 420 mile stage race takes place June 24 to 29 from Philadelphia to Pittsburgh, featuring 20 teams of six riders each (ages 18 to 24) from around the world. The tour is sanctioned by the International Cycling Union (UCI) and will feature future stars of the Olympics and Tour de France. The race offers a cash prize list of $150,000 and will be televised on the Versus cable network, broadcaster of major cycling events including the Tour de France. The Tour of Pennsylvania is being organized by Pittsburgh 250, sponsored by American Eagle Outfitters, the leading lifestyle apparel brand among 15-to-25 year-olds and presented by Highmark Healthy High 5(R) a five-year, $100 million children's health promotion initiative of the Highmark Foundation. The initiative's goal is to improve the health of children and adolescents ages 6-18 by providing them with the tools and practices needed to live healthier lives by making informed choices. Highmark Healthy High 5(R) Finish Line Festivals (which are free and open to the community) will feature health and wellness expos, entertainment, games and prizes at each stage finish. The official AE Tour of Pennsylvania merchandise is being produced by American Eagle Outfitters. The Tour of Pennsylvania is managed by Tour of PA, LLC, a partnership between ISM-USA of Pittsburgh and Pro Cycling Tour, LLC of Audubon, PA. For more information, visit www.tourofpa.com

About Pittsburgh 250:

The American Eagle Outfitters Tour of Pennsylvania, presented by Highmark Healthy High 5(R), is an important part of Pittsburgh 250, the celebration of the 250th anniversary of the naming of the region in 1758. With the support of business, government and civic leaders from across the region, Pittsburgh 250 has set three goals: Improve awareness of southwestern Pennsylvania as a global leader in arts, science and quality of life through an integrated regional marketing effort; support the completion of lasting signature projects that connect the region's past to its future; and improve the region's competitiveness for future generations by encouraging grassroots participation in improving communities, attracting visitors, and living healthier lives.

American Eagle Outfitters, Inc. 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. The company

currently operates 871 American Eagle Outfitters(R) stores in 50 states, the District of Columbia and Puerto Rico, and 76 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 forty countries around the world. The American Eagle(R) brand also includes a Dormwear(R) collection, aerie(TM), which is available in 63 standalone stores, American Eagle stores and at aerie.com. The collection includes bras, undies, camis, hoodies, robes, boxers, sweats, leggings fitness apparel and personal care 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. 77E(TM), a new multi-channel entertainment platform, features original and user-generated content on ae.com, in AE stores, on television, and on Web sites such as YouTube, MySpace and Facebook. For more information, visit **www.ae.com**.

MARTIN + OSA(TM), a concept targeting 28 to 40 year-old women and men, offers Refined Casual(TM) clothing and accessories, designed to be valuable, irresistible, inspiring, authentic and adventurous. MARTIN + OSA currently operates 22 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. The 77kids(TM) line 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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