



**AMERICAN EAGLE  
OUTFITTERS**

NEWS RELEASE

## 77kids by american eagle Opens Pop-up Store at the Mall at Robinson for 77 Days

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Temporary Retail Space is the First-Ever Opportunity to Experience the 77kids Brand in a Bricks-and-Mortar Environment

A Portion of the Proceeds from the First Day's Sales Will be Donated to Operation Warm—a Not-for-Profit Organization that Distributes New Winter Coats to Children in Need

PITTSBURGH--(BUSINESS WIRE)--Oct. 21, 2009-- 77kids by american eagle, the kids brand from American Eagle Outfitters, Inc. (NYSE: AEO), and The Mall at Robinson, today announced a special pop-up store for the holiday season. The store opens to customers beginning Wednesday, October 21, for 77 days. Launched in October of 2008, 77kids has been an online only brand, until now. This is the first-ever opportunity for customers to experience 77kids in a bricks-and-mortar environment, and the only one in the country. The store will be located on the second floor of The Mall at Robinson, next to the food court. Permanent 77kids stores are planned for 2010.

"We are excited to offer our friends in the Pittsburgh-area the opportunity to shop 77kids in a store environment for the very first time," said Betsy Schumacher , chief merchandising officer, 77kids by american eagle. "The experience offers something fun and unexpected, both in terms of product assortment, as well as the surprises and activities for kids."

The pop-up store will feature top selections from the holiday assortment, including denim, graphic tees, hoodies, cold weather accessories, dress-up items and sleepwear. Customers can shop the full 77kids holiday assortment at a touch screen kiosk in the store. 77kids gift cards are also available. A 77-day pop-up countdown will be

prominently displayed at the entrance of the store.

The shopping environment is designed to feel deliberately temporary, yet fun and functional, including plywood floors, chalkboard signage throughout, and an eclectic music mix. Chalkboards, free candy and treats help to keep kids occupied while purchases are made.

“Pittsburgh is the perfect location for American Eagle Outfitters to locate its 77kids pop-up store, and we are delighted to be selected as the only location in the country,” said Shema Krinsky, marketing director, The Mall at Robinson. “The brand will resonate with area shoppers and offer a new experience for shoppers this holiday season.”

Recyclable shopping bags are customizable, with a fill-in-the-blank message of “Long Live \_\_\_\_\_” in which customers or store associates can write in their own words to complete the phrase. Special pricing offers and free gift wrap will be offered at various times throughout the 77 days of pop-up shopping.

All 77kids clothing is backed by the brand’s 77wash™ and 77soft™ guarantees to maintain size, shape and quality and to be extremely soft and comfortable through dozens of washes. Returns are always free.

**77kids by american eagle®** offers on-trend, high-quality clothing and accessories for kids ages two to 10. American Eagle Outfitters was founded in 1977, which is the inspiration for the 77kids® name. The brand draws from the strong heritage of American Eagle Outfitters, with a point-of-view that’s thoughtful, playful and real. Like American Eagle® clothing, 77kids focuses on great fit, value and style.

## 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® brand targets 15 to 25 year old girls and guys, with 953 stores in the U.S. and Canada and online at [www.ae.com](http://www.ae.com). aerie® by american eagle offers Dormwear® and intimates collections for the AE® girl, with 133 standalone stores in the U.S. and Canada and online at [www.aerie.com](http://www.aerie.com). MARTIN + OSA® provides clothing and accessories for 28 to 40 year old men and women at its 28 stores and online at [www.martinandosa.com](http://www.martinandosa.com). The latest brand, 77kids™ by american eagle™, is available online only at [www.77kids.com](http://www.77kids.com). 77kids offers “kid cool,” durable clothing and accessories for kids ages two to 10. AE.COM®, the online home of the brands of AEO, Inc. ships to more than 60 countries worldwide.

## About The Mall at Robinson

The Mall at Robinson is an 863,791 square-foot, regional shopping center located in Robinson Township, at the

intersection of Route 60 and Route 22/30 on Robinson Centre Drive. The Center is anchored by Dick's Sporting Goods, JCPenney, Macy's and Sears, and includes more than 120 premier shops, Houlihan's and a food court. For more information, visit [www.shoprobinsonmall.com](http://www.shoprobinsonmall.com). The Mall at Robinson is owned and managed Forest City Enterprises, Inc. is an \$11.7 billion NYSE-listed national real estate company. Forest City Enterprises, Inc. is principally engaged in the ownership, development, management and acquisition of commercial and residential real estate and land throughout the United States. For more information, visit [www.forestcity.net](http://www.forestcity.net).

Source: American Eagle Outfitters, Inc.

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