



NEWS RELEASE

Aerie Introduces Yara Shahidi, Aly Raisman, and Rachel Platten as New #AerieREAL Role Models, Joining Iskra Lawrence

1/25/2018

Game-Changing Women Who Empower and Inspire to be Featured in the Aerie Spring Campaign

NEW YORK--(BUSINESS WIRE)-- Today, Aerie, a lifestyle brand offering intimates, apparel, activewear, and swimwear, expands its **#AerieREAL Role Model™** family with the introduction of actress-activist, **Yara Shahidi**, gold medal gymnast, **Aly Raisman**, and multi-platinum and award winning singer-songwriter, **Rachel Platten**. They will join **Iskra Lawrence**, a leading body positivity activist and the first Aerie Role Model, in the upcoming spring campaign.

This press release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20180125005242/en/>

#AerieREAL Role Models Rachel Platten, Yara Shahidi, Aly Raisman & Iskra Lawrence. (Photo: Business Wire)

Chosen for their influential voices, unique stories and self-made success, the Role Models

will also further the Aerie mission of body positivity and women empowerment through Real Talk speaking engagements taking place in Aerie stores. Additionally, this March, exclusive products designed by our Role Models will be offered with 100% of sales benefiting a charity of their choice.

"Yara, Aly, Rachel, and Iskra truly embody AerieREAL and what it means to be strong, confident, and happy in your

own skin," said Jennifer Foyle, Aerie Global Brand President. "At Aerie, we believe in authentic, real beauty and never airbrush our models. Now, more than ever, we want to encourage women everywhere to feel empowered to embrace their own unique qualities and beautiful REAL selves."

First-hand from the #AerieREAL Role Models:

- "I love supporting causes and movements that help perpetuate this idea of people rising together." – Yara Shahidi
- "We've all been through something that, in the end, will make you a stronger person." – Aly Raisman
- "In being more vulnerable and having the courage to share my truths even more, I've learned that more people feel like that gives them permission to do the same." – Rachel Platten
- "I couldn't be more excited for the #AerieREAL Role Model community to grow because we need voices. We need diversity. I want every girl to feel like she has someone to look up to." – Iskra Lawrence

To hear more, including their powerful stories, inspirational messages and on-set favorites, visit www.aerie.com.

About AEO, Inc.

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories, intimates, and personal care products at affordable prices under its American Eagle and Aerie brands. The company operates more than 1,000 stores in the United States, Canada, Mexico, China and Hong Kong, and ships to 81 countries worldwide through its websites. Merchandise is also available at more than 200 international locations operated by licensees in 24 countries.

About Aerie

Aerie is a lifestyle brand offering intimates, apparel, activewear and swim collections. With the #AerieREAL™ movement, Aerie celebrates its community by advocating for body positivity and the empowerment of all women. Aerie believes in inspiring customers to love their real selves, inside and out. Retouching free since 2014. Visit www.aerie.com to learn more. Let the Real You Shine.™

View source version on businesswire.com: <http://www.businesswire.com/news/home/20180125005242/en/>

Source: American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc.

Laurie Bibbo Zuckerman, 212-465-4095

BibboL@ae.com

or

SHADOW

Matthew Owens, 212-972-0277

Matthew@weareshadow.com