



**AMERICAN EAGLE  
OUTFITTERS**

NEWS RELEASE

# American Eagle Outfitters to Open Destination Flagship Store in Times Square November 19

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**Innovative Store Design, Exclusive Merchandise, Massive Outdoor LED Signage and Opportunity for "15 Seconds of Fame" Create a One-of-a-Kind New York Shopping Experience for Customers**

NEW YORK, Nov 03, 2009 (BUSINESS WIRE) -- American Eagle Outfitters, Inc. (NYSE: AEO) today announced plans to open its flagship store in Times Square. The 25,000 square foot store is located at 1551 Broadway, at 46th Street. It features four levels of shopping, including dedicated floors for AE denim, as well as aerie, the company's intimates and dormwear brand. Opening day is scheduled for Thursday, November 19.

"We know that shopping in Times Square is a landmark event for millions of customers who come from around the globe to visit," said Jim O'Donnell, chief executive officer, American Eagle Outfitters, Inc. "American Eagle Outfitters' goal is to offer them a retail experience unlike anything they've experienced before--even by Times Square standards."

The American Eagle Outfitters Times Square flagship store will feature exclusive AE product not available anywhere else in the world. This includes more fashion forward merchandise, such as outerwear in faux fur and leather, sequin-embellished tops, and graphic t-shirts designed by New York graffiti artists. The Times Square assortment will also include a collection of premium denim and an expanded footwear selection.

The store design is completely new, featuring an eclectic combination of materials, from wood to brushed metal to polished concrete, as well as oversized subway tiles and custom lighting throughout. The rooms are more delineated, creating an intimate experience that optimally showcases the product and brand. Elements such as 15-

foot ceilings and a 13-foot video wall add dramatic impact.

In addition to the best selection of American Eagle Outfitters and aerie product in the country, the store will feature a customer experience called "15 Seconds of Fame." With a purchase, customers will be invited to pose in a mini photo studio. Moments after, the customer's photo will be projected onto the 15,000 square feet of LED screens (25 stories high) outside the store, for all of Times Square to see.

The LED screens will feature content 18 hours per day. American Eagle Outfitters has partnered with the following organizations to deliver an impactful, creatively ground-breaking visual experience in Times Square:

- The Barnycz Group(R) is an experiential design firm specializing in the creation of unforgettable, large-scale interactive dynamic content environments. The firm conceived the design, integrated the technology, and is overseeing the installation of this dynamic architectural facade of synchronized LED displays, as well as the store's interior A/V systems.
- Barco, a global technology leader specializing in high-resolution LEDs and displays, provided the 12 panels that wrap the building's exterior, with a total pixel count nearing 3.3 million, along with the LCD monitor wall at the store entrance.
- R/GA, an award-winning digital agency and global leader in designing retail and digital environments, is creating content for the interior and exterior signage displays, and proprietary technology that powers "15 Seconds of Fame." The partnership is focused on developing experiences that showcase AEO brands and customers, drawing Times Square visitors from the street into the store.
- ABC Regional Sports & Entertainment Sales, a unit of ABC National Television Sales, is the exclusive advertising sales representative for the technically advanced sign. Numerous advertising options, ranging from real-time delivery to simultaneous showcasing of multiple products, will be offered. The association with AE's target customer of 15- 25-years old adds heightened value for advertisers across many categories such as music, movies, TV, computers, phones, food, beverages, autos and travel.

## 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 952 stores in the U.S. and Canada and online at [www.ae.com](http://www.ae.com). aerie(R) by american eagle offers Dormwear(R) and intimates collections for the AE(R) girl, with 137 standalone stores in the U.S. and

Canada and online at [www.aerie.com](http://www.aerie.com). MARTIN + OSA(R) 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(TM) by american eagle(TM), 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(R), the online home of the brands of AEO, Inc. ships to more than 60 countries worldwide.

## About The Barnycz Group(R)

The Barnycz Group(R) designs spectacular, large-scale interactive dynamic environments for the world's biggest retail brands. From D.C. to Dubai. New York to Vegas, we create unforgettable experiences on a massive scale. Led by Chief Creatologist, Danny Barnycz, The Barnycz Group(R) has orchestrated some of the world's most attention-grabbing projects, including the Dubai Mall, the Mall of the Emirates, spectaculars on New York's Times Square and the Crown Fountain at Chicago's Millennium Park. Our clients come to us again and again because they trust us with their billion dollar brands and buildings.

## About Barco

Barco, a global technology company, designs and develops visualization products for a variety of selected professional markets. Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and Asia Pacific. Barco (NYSE Euronext Brussels: BAR) is active in more than 90 countries with about 3300 employees worldwide. Barco posted sales of 725 million euro in 2008.

## About R/GA

R/GA ([www.rga.com](http://www.rga.com)) is a full-service digital agency that transforms the way people interact with brands. A commitment to design, technology, strategy, and innovation has defined R/GA's continuing legacy as an iconoclast in the world of communications and marketing. With a holistic range of offerings that includes brand design, mobile, and retail, R/GA's agency model is adaptable to the ever-changing needs of consumers in the digital landscape. Founded in 1977, R/GA has received the most prestigious creative awards for film, broadcast, design, advertising, and interactive. It was selected for Adweek's "Agency of the Year" in 2008, Ad Age's Agency "A-List" in 2008 and "Digital A-List" in 2009, and Creativity's "Interactive Agency of the Year" in 2007. R/GA, with locations in New York, San Francisco and London, is part of The Interpublic Group (NYSE:IPG), one of the world's largest advertising and marketing services organizations.

## About ABC Regional Sports & Entertainment Sales

ABC Regional Sports & Entertainment Sales, a unit of ABC National Television Sales, represents a growing roster of

digital out of home and regional sports properties that provide national sponsors with continued access to consumers at home, on streets, in stores and in stadiums. Clients benefit from ABC Regional Sports & Entertainment Sales' extensive advertiser and agency relationships; far-reaching and customized advertising sales strategies; and highly sophisticated research, marketing and promotional tools.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6089633&lang=en>

SOURCE: American Eagle Outfitters, Inc.

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