



AMERICAN EAGLE  
OUTFITTERS

NEWS RELEASE

## American Eagle Outfitters to Launch Original Series Directed by TV and Film Star Milo Ventimiglia ("Heroes")

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Digital Comedy Series "It's a Mall World" to Broadcast during MTV's "The Real World: Sydney" and on ae.com this August

LOS ANGELES, May 02, 2007 (BUSINESS WIRE) -- American Eagle Outfitters (NYSE:AEO) today announced its first original series, a comedy entitled "It's a Mall World," directed by Milo Ventimiglia ("Heroes," "Rocky Balboa") and produced by Russ Cundiff, co-founders of production company Divide Pictures. The 12-episode series was written by award-winning writer and director Adam Green ("Hatchet").

Three-minute mini-sodes of the show will premiere on MTV during "The Real World: Sydney" set to air this summer and in AE stores across the country. The complete five-minute episodes will air exclusively on ae.com Thursday nights at 8 p.m., beginning August 2.

"I am excited to be working with American Eagle on its first original series," said Milo Ventimiglia. "I am passionate about telling compelling stories and having the opportunity to partner with a brand that understands and respects creativity."

"Developing and producing original content is another way for American Eagle to inspire and delight its customers," said Kathy Savitt, executive vice president and chief marketing officer of American Eagle Outfitters. "Our collaboration with Divide Pictures has resulted in an authentic, high-quality series that we're making available to customers through multiple channels--TV, online and in AE stores."

"It's a Mall World" explores the lives and relationships of two record store employees, an "object of perfection" greeter at the American Eagle store across the way, as well as a slightly psychotic girl who works in a lingerie store, and a bad-boy poseur from the requisite mall juice bar. The ensemble cast is made up of talented, up-and-coming actors including Sam Huntington ("Superman Returns," "Veronica Mars"), Dianna Agron ("Shark," "CSI: NY"), Amanda Loncar ("The Loop," "Law & Order"), Deon Richmond ("Hatchet," "Not Another Teen Movie") and Eddie Hargitay ("Neutral Ground," "Freaky Links").

"Our audience is always looking to us for new entertainment experiences, from hit shows to content partnerships, that extend to both on-air and online," said John Shea, executive vice president, MTV Networks Music & Logo Group. "American Eagle and Divide Pictures are helping us deliver on that notion, and we are excited to work closely with our partners to once again change the mold to deliver a new experience for our audience."

For more information about "It's a Mall World," visit [www.ae.com/mallworld](http://www.ae.com/mallworld).

#### American Eagle Outfitters

American Eagle Outfitters (NYSE:AEO) is a leading retailer that operates under the American Eagle Outfitters and MARTIN + OSA brands.

American Eagle Outfitters designs, markets and sells its own brand of laidback, current clothing targeting 15 to 25 year-olds, providing high-quality merchandise at affordable prices. AE's original collection includes standards like jeans and graphic Ts as well as essentials like accessories, outerwear, footwear, basics and swimwear. American Eagle currently operates 837 stores in 50 states, the District of Columbia and Puerto Rico, and 73 AE stores in Canada. American Eagle also operates [ae.com](http://ae.com), which offers additional sizes and styles of favorite AE merchandise and ships around the world. The American Eagle brand also includes a new collection of dormwear and intimates, "aerie by American Eagle." aerie is available in American Eagle stores across the country and at [aerie.com](http://aerie.com). It includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AE girl. Designed to be sweetly sexy, comfortable and cozy, aerie offers AE customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom.

The company also introduced MARTIN + OSA, a new sportswear concept targeting 25 to 40 year-old women and men. MARTIN + OSA carries apparel, accessories and footwear, using denim and sport inspiration to design fun and sport back into sportswear. MARTIN + OSA currently operates eight stores. For additional information and updates, visit [www.martinandosa.com](http://www.martinandosa.com).

#### Divide Pictures

Divide was created in 2003 by best friends Milo Ventimiglia and Russ Cundiff. Divide specializes in Film/TV development and original content for the Internet.

Prior to starting Divide, Ventimiglia was a co-star on "The Fresh Prince of Bel-Air" and "Kelly, Kelly." In 2003 Ventimiglia directed the now defunct WB Image campaigns. Currently Ventimiglia can be seen racing around Los Angeles at breakneck speeds in his Cadillac.

Prior to starting Divide, Cundiff worked at Industry Entertainment. In 2003 Cundiff fulfilled his dream and was employed at the prestigious William Morris Agency under the title of Media Relations Manager. Currently Cundiff can be seen wandering the aisles of his local 7-11 with his pal Dino picking up delicious snacks.

Divide is represented by CAA and Jeffrey Frankel at Colden, McKuin and Frankel.

SOURCE: American Eagle Outfitters

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