



NEWS RELEASE

# American Eagle Outfitters Celebrates A Legendary "Yule Love This" Holiday Season With Twelve Days Of Gifts And Giveaways

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**Shoppers Can Win Cash Prizes, Technology, Gift Cards, Trips and Jeans For a Year**

NEW YORK, Nov. 26, 2013 /PRNewswire/ -- American Eagle Outfitters, Inc. (NYSE: AEO) announces today that the brand will usher in a memorable and stylish holiday season, featuring festive "Yule Love This" men's and women's gifts that span cold-weather fashion to cozy accessories, accompanied by the brand's first-ever twelve-day digital sweepstakes. Fans of the brand will have the opportunity to win one of a dozen once-in-a-lifetime prizes as they shop the brand's "Legendary Gifts" collection from December 3, 2013 through December 14, 2013, both in-stores and online.

(Photo: <http://photos.prnewswire.com/prnh/20131126/NY23875> )

The "Legendary Sweeps" twelve days of giveaways will engage customers through daily e-mail or mobile device alerts, sharing with them the discounted items from American Eagle's Legendary Gift collection, consisting of twelve of the brand's most coveted clothing and accessories including epic flannels (\$39.95), fireside and warmest wish sweaters (starting at \$39.95), thermals (starting at \$24.95), snow day bottoms (starting at \$39.95) and cozy accessories (starting at \$19.95), among others. Accompanying each daily deal will be the chance to win one of the following prizes, which include cash prizes and gift cards, iPads and laptops, trips and music festival tickets, and more.

- Day One: Twelve \$1,000 Cash Prizes

- Day Two: Eleven iPad Minis
- Day Three: Ten MacBook Pro Laptops
- Day Four: Nine \$500 American Eagle Gift Cards
- Day Five: Eight Free American Eagle Jeans For One Year
- Day Six: Seven \$250 Gift Cards
- Day Seven: Six VIP Music Festival Passes
- Day Eight: Five Weekend Getaways For Two
- Day Nine: Four Spring Break Trips For Two
- Day Ten: Three Months of Living Expenses
- Day Eleven: Two Trips to New York City for New Year's Eve
- Day Twelve: \$10,000 Cash Grand Prize

"Through Legendary gifts, we're giving our customers the most wanted gifts of the season. But as they give to others, we wanted them to have a chance to experience something special themselves," said Michael Leedy, Chief Marketing Officer, American Eagle Outfitters, Inc. "The 'Legendary Sweeps' not only gives our customers a chance to win prizes of interest, but it also delivers the opportunity to them in the way that they prefer to consume their information: via mobile and digital."

Customers can sign up online at [ae.com/legendary](http://ae.com/legendary) and receive daily chances to win prizes through email and mobile text message alerts. Winners will be selected randomly, and notified immediately of their prize through a mobile text message. For more information, visit [ae.com/legendary](http://ae.com/legendary) and <http://www.ae.com/blog/something-legendary-is-coming/>.

**About American Eagle Outfitters, Inc.** American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices under its American Eagle Outfitters® 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. American Eagle Outfitters and Aerie merchandise also is available at approximately 62 international franchise stores in 12 countries. For more information, please visit [www.ae.com](http://www.ae.com).

SOURCE American Eagle Outfitters, Inc.

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