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NEWS RELEASE

Aerie Supports National Eating Disorders Awareness Week with Second Consecutive Customer Engagement Campaign

2/18/2016

Aerie's Strong, Beautiful, ME Initiative Continues to Raise Awareness & Body Positivity

NEW YORK--(BUSINESS WIRE)-- In keeping with its commitment to promoting body-positivity, Aerie, an intimate apparel brand, has announced a cause marketing campaign in support of the National Eating Disorders Association's (NEDA) 29th annual National Eating Disorders Awareness Week. The campaign will run in stores and online from February 18 through March 3.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160218005907/en/>

Aerie's Strong, Beautiful, ME Initiative Continues to Raise Awareness & Body Positivity (Photo: Business Wire)

A stand-out leader for change in the fashion industry, Aerie – which recently celebrated the

two-year anniversary of its #AerieREAL campaign – has made a corporate commitment to body-positivity in its advertising and marketing materials by pledging to no longer retouch models in any way.

Aerie will launch its **Strong, Beautiful, ME** campaign in support of NEDA Awareness Week, with 100% of sales of a limited edition t-shirt (available online only) donated to NEDA. In all Aerie stores, a gift-with-donation bracelet will be available, as well as a round-up donation option for customers. Consumers can learn more about this initiative at www.Aerie.com/AerieSupports.

“We are thrilled to have ongoing support from Aerie, and we thank the company for its socially responsible campaigns,” said **Claire Mysko**, interim CEO of NEDA. “Walking into stores that are promoting a healthy body image is a huge step for helping all women develop high self-esteem. Body-negativity is so prevalent in our society, but Aerie is taking a stand and making an impressive impact.”

In addition to the NEDAwareness Week campaign, Aerie will continue its commitment to NEDA as the presenting sponsor of the non-profit’s ongoing national walks awareness program, NEDA Walk. Save a Life, which raises funds for advocacy and educational programs and provides support for local communities. The Aerie brand, which was awarded the first NEDA Inspires Seal of Approval, an emblem representing social responsibility in advertising, image and editorial content, will be receiving NEDA’s Corporate Leadership award at a gala in New York City in early April.

“We are excited to continue our partnership with NEDA for the second year in a row,” said **Jennifer Foyle**, Aerie global brand president. “Our work with NEDA continues to allow us to provide information and resources to our customers helping to reduce the stigma often associated with eating disorders, as well as reinforce our commitment to #AerieREAL and authentic body positivity.”

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, Hong Kong and the United Kingdom, and ships to 81 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at 141 international stores operated by licensees in 22 countries. For more information, please visit www.ae.com.

About Aerie

Aerie is bras, undies, swim and more for every girl. Designed in sizes 30AA to 36DDD Aerie is committed to making bras for girls of all sizes feel good about themselves, inside and out. No supermodels. No retouching. The real you is sexy.® #AerieREAL. For more information, please visit www.aerie.com.

About the National Eating Disorders Association:

The **National Eating Disorders Association** (NEDA), headquartered in New York City, is the leading U.S. non-profit organization supporting individuals and families affected by eating disorders. NEDA serves as a catalyst for

prevention, cures and access to quality care. Each year, NEDA helps millions of people across the country find information and appropriate treatment resources through its toll-free, live helpline, its many outreach programs and website. NEDA advocates for advancements in the field and envisions a world without eating disorders. For more information, visit www.MyNEDA.org

For Treatment Referrals, Visit www.MyNEDA.org

Or Contact NEDA's Live Helpline: 800-931-2237

Monday – Thursday, 9 a.m. – 9 p.m. (EST)

Friday, 9 a.m. – 5 p.m. (EST)

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