



NEWS RELEASE

Intimates Line aerie Launches "Mini Weekend" Sweepstakes Featuring A Grand Prize Of A Custom Mini Cooper

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aerie Bras Are Buy One, Get One Free In Their Biggest Bra Sale Ever!

NEW YORK, Aug. 15, 2014 /PRNewswire/ -- **aerie** announces a special "Mini Weekend" sweepstakes featuring all things mini for customers in stores nationwide and online from Friday, August 15 through Sunday, August 17. Customers have the opportunity to win covetable prizes that celebrate aerie's latest undie, the Mini Boybrief, such as iPad minis, bras for a year and the grand prize of a customized Mini Cooper. The sweepstakes will coincide with a weekend-only buy one, get one free sale on bras.

With the purchase of an aerie bra like the new Charley Pushup Bra, the lightly lined Sofie Bra or the Bridget Pushup Bra ranging from \$29.95 to \$49.95, customers will receive one free style of the same value. While shopping during the Mini Weekend, customers can enter to win one of the exclusive prizes by texting "MINI" to 23743. Shoppers are also invited to share their Mini Weekend experience with @aerie by uploading photos using the hashtags #AerieMiniParty and #itsaREALbigdeal.

The aerie "Mini Weekend" sweepstakes begins at 12:01am ET on August 15, 2014 and ends at 11:59pm ET on August 17, 2014. The contest is open to all legal residents of the 50 states and Canada (except Quebec). All participants must be 18 or older, subject to official rules available at www.aerie.com/mini. The MINI name, model names and logo are registered trademarks of MINI, a division of BMW of North America, LLC and iPad mini is a registered trademark of Apple, Inc. MINI, a division of BMW of North America, LLC, and Apple, Inc. are not affiliated with and do not support or endorse this promotion.

About aerie

aerie is bras, undies and more for every girl. Designed in sizes 30A to 40DD, aerie is committed to making bras for girls of all sizes feel good about themselves, inside and out... because we believe the real you is sexy. No supermodels. No retouching. #aerieREAL. For more information, please visit www.aerie.com.

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 85 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at 77 licensed international franchise stores in 13 countries. For more information, please visit www.ae.com.

SOURCE American Eagle Outfitters, Inc.

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