



## NEWS RELEASE

# American Eagle Outfitters Announced As The Official Fashion Partner Of The Budweiser Made In America Festival

7/21/2014

NEW YORK, July 21, 2014 /PRNewswire/ -- Today, Budweiser Made In America music festival announced global specialty retailer, **American Eagle Outfitters**, as the event's official fashion partner. The festival will feature today's most diverse live performers and take place coast-to-coast simultaneously during Labor Day weekend at Grand Park in Los Angeles and Ben Franklin Parkway in Philadelphia on Saturday, August 30th and Sunday, August 31st. Kanye West will headline in both cities, first in Philadelphia along with performances from Pharrell and Kings of Leon, and will then topline the final night in Los Angeles with Iggy Azalea, Imagine Dragons and Rita Ora, amongst countless others.

"JAY Z has brought together the most culturally influential and uniquely talented music artists of today at the Budweiser Made in America festival. The combination of American Eagle Outfitters with the Budweiser Made in America festival celebrates the best in American music, festival style and individuality," said Michael Leedy, Chief Marketing Officer of American Eagle Outfitters, Inc. "We are thrilled to be the official fashion partner and share the pulse of American music with our customers."

American Eagle Outfitters brings the essence of festival experience to life this fall season with signature denim in updated washes ranging from the distressed Festival Shortie, the latest Sky High rises, Denim X, overalls and flowy dresses. Heritage plaids, crop tops and denim overalls offer a modern take on 90's dressing that make AEO a natural fit for festival style. The fall collection will also offer a nod to Budweiser Made In America with exclusive men's and women's t-shirts sold on both coasts at the festival and online. All festival proceeds will be donated to

the United Way, a charitable organization that helps individuals and families achieve their greatest human potential through education, income stability and health initiatives ([www.unitedway.org](http://www.unitedway.org)).

### 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 84 licensed international franchise stores in 13 countries. For more information, please visit [www.ae.com](http://www.ae.com).

SOURCE American Eagle Outfitters

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