Aerie Party Starters Collection Giveaway

OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

The "Aerie Party Starters Collection Giveaway " entry period begins on Wednesday, October 24 2012 at 12:00 a.m. Eastern Daylight Time ("EDT") and ends on Wednesday, November 7, 2012 at 11:59 p.m. Eastern Daylight Time ("EDT") ("Entry Period"). The sponsor of this Sweepstakes is American Eagle Outfitters, Inc. ("AE"), 77 Hot Metal Street, Pittsburgh, PA 15203 (the "Sponsor"). The Sweepstakes shall be subject to these Official Rules, and by entering, all participants agree to be bound by the terms and conditions herein.

Eligibility: The sweepstakes is open only to legal residents of the fifty (50) United State and the District of Columbia and Canada (excluding the Province of Quebec). You must be 15 years or older at the time of entry. Entrants must be a member of the Aerie Pose account to be eligible for prizes.

How to Enter:

Follow Aerie on Pose. Save your favorite Pose from Aerie's "Party Starters" collection to a collection of your choice on pose.com or Pose's app for iPad.

Submit entries between October 24, 2012 at 12:00 a.m. Eastern Daylight Time ("EDT") and November 7, 2012 at 11:59 p.m. Eastern Daylight Time ("EDT").

Limit one entry per person or email address per day.

Winner Selection and Notification: At the end of the Contest Period, American Eagle Outfitters and Pose will select the ten winners. Submissions from among all eligible Submissions, based on the following criteria ("Judging Criteria"):

Creativity/Originality (50%); and
Utilization of one "Aerie Party Starters Collection" pose (50%)

10 winners (upon verification) will selected and, subject to verification as noted below, will win 6 Aerie bras and 6 Aerie undies valued at $500. Odds of winning depend on the number of eligible entries received. All prize selections will be conducted by American Eagle Outfitters, whose decisions are final.

Sponsor will attempt to notify potential winners on or about November 8, 2012. Each prize winner may be required to sign, notarize and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited by law) and provide any additional information that may be required, or prize may be forfeited.

Releases: Your participation in the "Aerie Party Starters Collection Giveaway" is strictly voluntary, and you assume all risks associated with such participation and release and discharge American Eagle

Outfitters from any and all liability associated with any such participation. By submitting your entry, you grant American Eagle Outfitters the right to use, publish and display your submitted content in any media.

Limitations of Liability: AE assumes no responsibility for lost, late, misdirected, destructed or unauthorized access to, or alteration of, entries. AE is not responsible for any incorrect or inaccurate information, whether caused by website users, any of the equipment or programming associated with or utilized in the Sweepstakes, or any technical or human error which may occur in the processing of submission. AE assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, email, players or browsers, whether on account of technical problems, traffic congestion on the Internet or at any website, or on account of any combination of the foregoing. AE is not responsible for any injury or damage to participants or to any computer related to or resulting from participating or downloading materials in this Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of AE which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, AE reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes and select winners from among all eligible entries received prior to the cancellation. Sponsor's failure to or decision not to enforce any provision in these Official Rules will not constitute a waiver of that or any other provision. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials and/or these Official Rules, the discrepancy will be resolved in Sponsor's sole discretion. If Sponsor determines at any time in its sole discretion that a winner or potential winner is disqualified, ineligible, or in violation of these Official Rules, Sponsor reserves the right in its sole discretion to select an alternate winner, even if the disqualified potential winner's name may have been shown or announced. AE is not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in entrant's e-mail account to receive e-mail messages. AE is not responsible, and may disqualify entrant, if his or her e-mail address does not work or if it is changed without entrant giving prior written notice to Sponsor. AE is not responsible or liable to any entrant or to the winner or any person claiming through such winner for failure to supply the prize or any part thereof, by reason of any acts of God, any action, regulation, order or request by any governmental or quasi-governmental entity (whether or not the action, regulations, order or request proves to be invalid), equipment failure, threatened terrorist acts, terrorist acts, air raid, blackout, act of public enemy, earthquake, war (declared or undeclared), fire, flood, epidemic, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal) labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond AE's sole control.

Sponsor: American Eagle Outfitters, 77 Hot Metal Street, Pittsburgh, PA 15203.

Privacy Information: The information obtained from the entry may be used by American Eagle Outfitters and its affiliates unless otherwise noted by the entrant. For more details, please see our

privacy policy at www.ae.com. American Eagle Outfitters and its affiliates would like to use submitted information to contact you either by mail or email about our special promotions or events. If you prefer not to receive updates of special promotions and/or events, indicate such preference on www.ae.com. False and/or deceptive entries or acts shall render entrants ineligible.