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COTTON INCORPORATED PARTNERS WITH AMERICAN EAGLE OUTFITTERS FOR NATIONWIDE “COTTON. FROM BLUE TO GREEN.™” DENIM RECYCLING PROGRAM

Customers Who Bring Old Jeans to any American Eagle Outfitters Store Will Receive 20% Off Their Purchase

People StyleWatch Announced as Exclusive Magazine Partner

NEW YORK – SEPTEMBER 26, 2012—Cotton Incorporated and American Eagle Outfitters, Inc. (NYSE: AEO) announced a continued partnership for the **Cotton. From Blue to Green.™** denim recycling program, taking place in over 800 American Eagle Outfitters stores across the U.S.

Beginning October 3rd through October 14th, American Eagle Outfitters customers are invited to bring any type of denim from any brand to American Eagle Outfitters stores. The denim is then given a “new life” by being converted into UltraTouch™ Denim Insulation. Everyone who recycles their denim will receive a 20% discount on their AEO purchase that day.

People Stylewatch is helping to create further awareness for denim recycling at American Eagle Outfitters through promotion in their October publication. Customers can check out the latest denim trends in the magazine’s 2nd annual Denim Awards issue and then head to American Eagle Outfitters to purchase new jeans, at a discount, when they turn in their old ones. People StyleWatch branding will appear on the denim drop boxes and in fitting room signage featured at American Eagle Outfitters.

“Cotton Incorporated is excited to once again partner with American Eagle Outfitters,” said Marissa Barlin, National Spokesperson, **Cotton. From Blue to Green.™**. “This program allows customers a discount on new denim, while offering the environmentally-responsible option to keep old denim out of landfills.”

In addition to working with American Eagle Outfitters, the denim recycling program continues to gain momentum by partnering with colleges, consumers and corporate responsibility programs throughout the nation. All denim collected through the **Cotton. From Blue to Green.™** program is recycled into UltraTouch™ Denim Insulation, and a portion of this insulation, up to approximately 250,000 square feet, will be distributed in 2013 to communities in need.

This year, American Eagle Outfitters is adding a unique social element to the program with the *Recycle. Rejean. Contest*. Starting on October 1st and ending on October 10th, people from around the nation can show how they are personally committed to helping communities in need. Applicants can go to the photo contest tab at www.facebook.com/americaneagle and submit a volunteer-themed photo and a description explaining why volunteering is important to them. Selected applicants will then appear on the official American Eagle Outfitters Facebook page where eligible fans can vote for their favorite from October 10th through October 14th. The contestant with the most votes will receive a trip to New Orleans to help build a house with the New Orleans Area Habitat for Humanity (NOAHH) next year.

“American Eagle Outfitters’ customers are committed to giving back to their communities,” said Marcie Eberhart, Director of the American Eagle Outfitters Foundation. “The **Cotton. From Blue to Green.™**

denim drive and the *Recycle. Rejean. Contest.* allow them a way to take action by diverting denim from landfills and also inspire others around the nation to join in on voluntary efforts.”

In 2006, Cotton Incorporated and Bonded Logic partnered for the launch of the **Cotton. From Blue to Green.**™ denim recycling program. The denim collected is given new life by converting it to UltraTouch™ Denim Insulation. To date, the **Cotton. From Blue to Green.**™ program has received nearly 850,000 pieces of denim, resulting in over 1.7 million square feet of insulation. That’s approximately 531 tons of denim diverted from landfills.

For a list of participating American Eagle Outfitters locations, as well as more information about the program, visit www.CottonFromBlueToGreen.org.

About American Eagle Outfitters

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 North America, and ships to 77 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at approximately 42 international franchise stores in 13 countries. For more information, please visit www.ae.com.

About Bonded Logic Inc.

With more than 35 years of insulation experience, Bonded Logic Inc. markets and manufactures a wide range of thermal and acoustical insulation products for multiple industries. Based in Chandler, Ariz., Bonded Logic offers a superior performing natural fiber product to meet every insulation need, while keeping consumers and the environment safe and healthy. The company is best known for its UltraTouch™ Denim Insulation – sourced entirely of post-consumer blue jeans and is free of harsh chemicals. Bonded Logic is an OEM supplier to leading manufacturers in various industries. Bonded Logic’s products are widely available throughout the United States. For more information or to find a distributor, visit www.bondedlogic.com.

New Orleans Area Habitat for Humanity

An independent affiliate of Habitat for Humanity International, is a 501(c) 3 non-profit organization. NOAHH builds new houses in partnership with sponsors, volunteers, communities, and homeowner families to eliminate poverty housing in the New Orleans area while serving as a catalyst to make decent shelter a matter of conscience and action. Since its inception in 1983 NOAHH has built 557 homes for low-income families in need of adequate shelter. NOAHH plans to continue to build homes in Orleans, Jefferson, St. Bernard, St. Charles, St. John and Plaquemines Parishes. www.habitat-nola.org

About Cotton Incorporated

Cotton Incorporated, funded by U.S. growers of upland cotton and importers of cotton and cotton textile products, is the research and marketing company representing upland cotton. The Program is designed and operated to improve the demand for and profitability of cotton.

About People StyleWatch

People StyleWatch is dedicated to making fashion and beauty trends accessible, affordable and fun. First launched as a special newsstand extension of PEOPLE in 2002, People StyleWatch is published 11 times a year, with a guaranteed circulation of 800,000 and **reaches 5.6 million readers** each month.

PeopleStyleWatch.com is the **#1 style magazine website** reaching **3.2 million unique visitors** and averaging **150 million pageviews** each month with content that is refreshed throughout the day. The website is the ultimate destination to learn about the hottest celebrity fashion and beauty trends, as well as a primary influencer for shopping decisions.