

GE Capital Retail Bank and American Eagle Outfitters Extend Long-Term Consumer Financing Program

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[Business Updates](#) ⁽¹⁾

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Credit Card accepted for purchases Online, Mobile App and at over 1,000 Store Locations

STAMFORD, Conn. & ALISO VIEJO, Calif.--([BUSINESS WIRE](#) ⁽²⁾)--GE Capital Retail Bank announced today a long-term extension of its agreement with American Eagle Outfitters, Inc. (NYSE:AEO), a leading specialty retailer, to continue providing private label credit card programs for online, mobile app, and store purchases made at any of the 856 American Eagle Outfitter and 115 Aerie locations across the U.S. As part of the seven-year agreement, GE Capital's Retail Finance business will continue to manage the American Eagle Outfitters credit card program, which began in 1996.

"For nearly two decades, we've had the opportunity to work with American Eagle and Aerie to create customer-focused financing solutions that align with their brand and provide value to millions of their customers," said Curtis Howse, general manager, GE Capital's Retail Finance business. "We share American Eagle Outfitters' commitment to integrate new technologies and services that enable their customers to maximize their budget and enjoy a frictionless shopping experience when and where they want."

Customers can use their American Eagle Outfitters® and Aerie® credit cards at 856 American Eagle Outfitter and 115 Aerie stores in the U.S. They can apply for the credit cards in-store, [online](#) ⁽³⁾ and on their mobile devices and can manage their accounts from their mobile devices and from the American Eagle Outfitters mobile app. Cardholders can earn a 15% new account discount, \$10 Extra Savings coupons, and access to four exclusive cardholder events a year. In addition, cardholders can also earn AERewards program discounts.

"GE Capital Retail Finance understands our business and has the expertise and willingness to evolve with us and bring innovative programs that build loyalty our customers appreciate," said Mary Boland, Chief Financial and Administrative Officer and Executive Vice President, American Eagle Outfitters, Inc. "We are pleased to have the opportunity to continue to provide tools, resources and rewards that enhance the shopping experience for our customers."

GE Capital's Retail Finance business works with major retailers and thousands of small- and mid-size businesses and health care practices across the U.S. to provide consumer financing and industry expertise, as well as online program management tools; loyalty solutions; and research and insights on consumer buying trends and the purchase journey. The business is certified as a 2014 Customer Service Center of Excellence by [BenchmarkPortal, LLC](#) ⁽⁴⁾, a global leader in the contact center industry.

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 69 licensed international franchise stores in 12 countries. For more information, please visit www.ae.com ⁽⁵⁾.

About GE Capital's Retail Finance business

GE Capital's Retail Finance business is one of the country's leading retail lenders, with 80 years of experience in consumer financing. The business, with its lending entity GE Capital Retail Bank, provides customized credit programs for retailers and consumers in the United States. This includes private label and bankcard credit programs for major national, regional and independent retailers in the U.S., as well as private label credit card programs, special financing, and promotional and installment lending, bankcards and financial services for consumers through dealers; contractors; manufacturers; healthcare practices; and service providers across diverse industry segments. More information can be found at www.gogecapital.com ⁽⁶⁾ and twitter.com/GoGECapital ⁽⁷⁾.

GE Capital is one of the world's largest providers of credit. For over one million businesses, large and small, GE Capital provides financing to purchase, lease and distribute equipment, as well as capital for real estate and corporate acquisitions, refinancings and restructurings. For its 100+ million consumer customers, GE Capital offers credit cards, sales finance programs, home, car and personal loans and credit insurance. For more information, visit www.gecapital.com ⁽⁸⁾ or follow company news via Twitter [@GECapital](https://twitter.com/GECapital) ⁽⁹⁾.

GE (NYSE:GE) works on things that matter. The best people and the best technologies taking on the toughest challenges. Finding solutions in energy, health and home, transportation and finance. Building, powering, moving and curing the world. Not just imagining. Doing. GE works. For more information, visit the company's website at www.ge.com ⁽¹⁰⁾.

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English

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