



Virgin Mobile USA Partners with American Eagle Outfitters and StandUp For Kids To Provide Clothes for Homeless Teens

Virgin Mobile Introduces "Txt2Clothe" To Enable Donations of Clothing Through Any Wireless Carrier

WARREN, NJ (January 9, 2007) – In yet another innovative effort to help at-risk and homeless teens, Virgin Mobile USA is partnering with American Eagle Outfitters and StandUp For Kids – one of Virgin Mobile's charitable partners -- to provide clothing to teens on the streets this winter. Virgin Mobile has introduced "Txt2Clothe," allowing anyone to donate clothing to homeless teens via his or her cell phone, regardless of carrier. Specifically, anyone who texts the word "KARMA" to mobile number 68405 will trigger Virgin Mobile to have one piece of clothing given to a homeless teen. American Eagle Outfitters is the first apparel company to step up and partner with Virgin Mobile, and more partners are expected to join in the coming months until the goal of donating 68,405 pieces of clothing is reached. The number reflects the estimated number of calls received by the National Runaway Switchboard in 2005.

"There are somewhere between 1.3 and 2.8 million homeless teens in this country," said StandUp For Kids CEO Rick Koca. "With Virgin Mobile's help, we're putting a stake in the ground. We're defining a concrete number of young people to help, with an engaging and relevant way to help them."

Virgin Mobile's pro-social initiative, "The RE*Generation," is a movement to help the millions of young people across the country who are largely "invisible" to everyday society. One of the company's charitable partners in this effort is StandUp For Kids, a volunteer organization working on the streets with homeless teens in 38 major cities nationwide.

"American Eagle Outfitters is proud to support Virgin Mobile's commitment to raise awareness for the issue of teen homelessness, as well as provide immediate help," said Marcie Eberhart, AE Foundation director. "We hope that our involvement in the program encourages AE girls and guys across the country to text for their peers in need."

"Virgin Mobile has a broad and extensive commitment to the issue of homeless teens, including our ongoing donation of 5% of profits from all downloadable content like ringtones and wallpapers," said Ariel Rosen, Virgin Mobile's director of pro-social initiatives. "We're particularly proud of this new Txt2Clothe program, which provides the simplest way for anyone to get involved in a direct act of kindness. This is one of many ways in which we empower our customers to engage with this important social issue."

About Virgin Mobile USA, LLC

Launched nationally in July of 2002, Virgin Mobile USA is the nation's leading wireless youth network, serving more than four million customers united by a passion for music and entertainment. Virgin Mobile is a joint venture between Sir Richard Branson's Virgin Group and Sprint Nextel, which operates one of the largest 100-percent digital, nationwide PCS wireless networks in the United States. J.D. Power and Associates has recognized Virgin Mobile as America's top prepaid wireless carrier for Customer Satisfaction Excellence and for providing "An Outstanding Customer Service Experience" under the Certified Call Center Program.SM Virgin Mobile phones are available at more than 35,000 stores, with Top-Up cards available at more than 120,000 locations nationwide. Virgin Mobile products can also be purchased online at www.virginmobileusa.com or by calling Virgin Mobile At Your Service (1-888-322-1122).

About The RE*Generation

Virgin Mobile USA, together with the Virgin Group's charitable arm, Virgin Unite, is helping a generation to help its own. The RE*Generation is a movement to connect at-risk youth – homeless, in poverty, without resources – with young people who want to help and make a difference through a partnership with innovative non-profits including YouthNoise and StandUp For Kids. For more information, visit www.virginmobileusa.com/regeneration.

About American Eagle Outfitters:

American Eagle Outfitters (Nasdaq: AEOS) is a leading retailer that designs, markets and sells its own brand of laidback, current clothing targeting 15 to 25 year-olds, providing high-quality merchandise at affordable prices. AE's original collection includes standards like jeans and graphic Ts as well as essentials like accessories, outerwear, footwear, basics and swimwear. American Eagle Outfitters currently operates 831 stores in 50 states, the District of Columbia and Puerto Rico, and 72 AE stores in Canada. AE also operates ae.com, which offers additional sizes and styles of favorite AE merchandise and ships around the world. In September of this year, the company launched a new collection of dormwear and intimates. "*aerie* by American Eagle" is now available in American Eagle stores across the country and at aerie.com. It includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AE girl. Designed to be sweetly sexy, comfortable and cozy, *aerie* offers AE customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom. The company has also introduced MARTIN + OSA, a new sportswear concept targeting 25 to 40 year-old women and men. MARTIN + OSA carries apparel, accessories and footwear, using denim and sport inspiration to design fun and put sport back into sportswear. MARTIN + OSA currently operates four stores and plans to open one additional store this year. For additional information and updates, visit martinandosa.com.

Contacts:

Virgin Mobile USA and The RE*Generation

Jayne Wallace/Corinne Nosal

908-607-4014/4235

Jayne.wallace@virginmobileusa.com

Corinne.nosal@virginmobileusa.com

