



## American Eagle Outfitters Chooses Teradata for its First Enterprise-wide Data Warehouse

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DAYTON, Ohio, Jan 31, 2002 /PRNewswire-FirstCall via COMTEX/ -- American Eagle Outfitters (Nasdaq: AEOS) has selected Teradata, a division of NCR Corporation (NYSE: NCR), to implement the company's first enterprise-wide data warehouse. This agreement will consolidate AE's data, currently installed on several independent IBM and Oracle databases, into one data warehouse, giving AE a single view of its business. Teradata was chosen because of its proven retail industry experience, its technical expertise and its leadership in data warehousing.

"The Teradata(R) warehouse will give us a better understanding of our business by allowing us to go to one central location to analyze trends in sales and inventory," said Ken Watts, vice president of Information Services and chief information officer at AE. "By consolidating our information with this technology, we can better manage our large amounts of data. This data warehouse will be a key component in supporting our future growth."

In addition to the Teradata warehouse, AE purchased Teradata's Retail Decisions business-intelligence applications and Retail Logical Data Model, enabling AE to analyze transactions at both the broad-business and stock-keeping unit levels. As part of the complete solution offering, Teradata's professional services, customer services and customer education solutions were also purchased. AE will be using Cognos as its online analytical processing engine.

"AE needed a scalable data warehouse that could keep up with its planned annual growth rate," said Darryl McDonald, vice president of retail enterprise solutions for Teradata. "Teradata warehouses can do just that - grow as the business grows."

### About America Eagle Outfitters

Founded in 1977, the Company designs, markets, and sells its own brand of relaxed, clean, and versatile clothing for 16- to 34-year-olds, providing high-quality merchandise at affordable prices. AE's lifestyle collection offers casual basics like cargos complemented by fashion looks in stretch, denim, and other modern fabrications. The Company also operates the Bluenotes/Thrifty's specialty apparel chain in Canada. Bluenotes/Thrifty's offers an urban/suburban inspired, denim-driven collection for 12- to 22-year-olds. The Company currently operates 631 AE stores in 47 states and the District of Columbia, 46 AE stores in Canada, and 111 Bluenotes/Thrifty's stores in Canada. AE also operates via its Internet business, ae.com.

### About Teradata Division

Teradata, a division of NCR Corporation, offers powerful analytical solutions that help businesses drive growth. Teradata solutions include the Teradata database, and analytical applications for customer relationship management, operations and financial management, business performance management and e-business. To learn more about Teradata Division and its solutions, go to <http://www.Teradata.com>.

### About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in providing Relationship Technology(TM) solutions to customers worldwide in the retail, financial, communications, manufacturing, travel and transportation, and insurance markets. NCR's Relationship Technology solutions include privacy-enabled Teradata(R) warehouses and customer relationship management (CRM) applications, store automation and automated teller machines (ATMs). The company's business solutions are built on the foundation of its long-established industry knowledge and consulting expertise, value-adding software, global customer support services, a complete line of consumable and media products, and leading edge hardware technology. NCR employs 31,400 in more than 100 countries, and is a component stock of the Standard & Poor's 500 Index. More information about NCR and its solutions may be found at [www.ncr.com](http://www.ncr.com).

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