

AMERICAN EAGLE OUTFITTERS INC

FORM 8-K (Current report filing)

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Address	77 HOT METAL STREET PITTSBURGH, PA 15203
Telephone	4124323300
CIK	0000919012
Symbol	AEO
SIC Code	5651 - Family Clothing Stores
Industry	Retail (Apparel)
Sector	Services
Fiscal Year	01/28

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of The Securities Exchange Act of 1934

Date of Report
(Date of earliest event reported)

April 5 , 2006

AMERICAN EAGLE OUTFITTERS, INC.

(Exact name of registrant as specified in its charter)

Delaware
(State of incorporation)

0-23760
(Commission File Number)

13-2721761
(IRS Employer Identification No.)

150 Thorn Hill Drive
Warrendale, Pennsylvania
(Address of principal executive offices)

15086-7528
(Zip Code)

(724) 776-4857
(Registrant's telephone number, including area code)

N/A
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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ITEM 7.01. Regulation FD Disclosure

The information in this Item 7.01 of Form 8-K, including the accompanying exhibits, shall not be deemed to be "filed" for the purposes of Section 18 of the Securities and Exchange Act of 1934 (the "Exchange Act"), or otherwise subject to the liability of such section, nor shall such information be deemed incorporated by reference in any filing under the Securities Act of 1933 or the Exchange Act, regardless of the general incorporation language of such filing, except as shall be expressly set forth by specific reference in such filing.

On April 5, 2006, the Company issued a press release announcing, among other things, the Company's March 2006 sales. A copy of the press release is attached hereto as Exhibit 99.1. The Company's Management issued a recorded sales commentary on April 5, 2006 to review the Company's sales results for the month ended April 1, 2006. Additionally, Management reiterated its first quarter 2006 earnings expectation in the commentary. A copy of the sales commentary transcript is attached hereto as Exhibit 99.2.

ITEM 9.01. Financial Statements and Exhibits

(c) Exhibits

<u>Exhibit No.</u>	<u>Description</u>
99.1*	Press Release dated April 5, 2006 announcing March sales
99.2*	March Sales Commentary Transcript dated April 5, 2006

* Such Exhibit is being "furnished" (not filed) pursuant to Item 7.01 of the Current Report on Form 8-K.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

AMERICAN EAGLE OUTFITTERS, INC.
(Registrant)

Date: April 7, 2006

By: /s/ Dale E. Clifton
Dale E. Clifton
Senior Vice President and
Chief Accounting Officer

EXHIBIT INDEX

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NEWS RELEASE**AMERICAN EAGLE
OUTFITTERS****Reports March Sales of \$201.6 Million on a Same Store Sales Increase of 3%
Reiterates First Quarter EPS Guidance**

Warrendale, PA, April 5, 2006 -- American Eagle Outfitters, Inc. (NASDAQ: AEOS) today announced that total sales for the month ended April 1, 2006 increased 9% to \$201.6 million, compared to \$185.4 million for the month ended April 2, 2005. Comparable store sales increased 3% for the month. March was driven by a positive customer response to the Spring assortments, with strength in key items including knits, shorts and jeans. Sales trends were favorable throughout the month, with the exception of week four, which was affected by the shift of Easter into April this year.

Total sales for the year-to-date nine-week period ended April 1, 2006 increased 10% to \$344.7 million, compared to \$313.1 million for the nine-week period ended April 2, 2005. Comparable store sales increased 4% for the year-to-date period.

Based on March performance, the company is reiterating its previously announced first quarter earnings guidance of \$0.36 to \$0.38 per share, compared to \$0.35 per share last year. First quarter guidance includes stock option expense of approximately \$0.02 per share. For the year, stock option expense is expected to be approximately \$0.04 to \$0.05 per share.

To access our recorded monthly sales commentary, please call 800-642-1687, conference code 3282124#.

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 799 stores in 50 states, the District of Columbia and Puerto Rico, and 71 AE stores in Canada. AE also operates ae.com, which offers additional sizes and styles of favorite AE merchandise and ships around the world. The company plans to open MARTIN + OSA, a new sportswear concept targeting 25 to 40 year old women and men, in the fall of 2006. For additional information and updates, visit www.martinandosa.com.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: This release contains forward-looking statements, which represent our expectations or beliefs concerning future events, specifically regarding first quarter earnings. All forward-looking statements made by the Company involve material risks and uncertainties and are subject to change based on factors beyond the Company's control. Such factors include, but are not limited to, the risk that our Spring and Summer assortments are not well received, and as a result, our first quarter sales, markdowns and/or earnings expectations may not be achieved, and those other risks described in our quarterly and annual reports filed with the Securities and Exchange Commission. Accordingly, the Company's future performance and financial results may differ materially from those expressed or implied in any such forward-looking statements. The Company does not undertake to publicly update or revise its forward-looking statements even if future changes make it clear that projected results expressed or implied will not be realized.

CONTACT:

American Eagle Outfitters, Inc.
Judy Meehan, 724-776-4857

OR

Financial Media Contact
Berns Communications Group
Stacy Berns or Melissa Jaffin, 212-994-4660

American Eagle Outfitters, Inc.
March 2006
Recorded Sales Commentary Transcript dated April 5, 2006

Good afternoon. Welcome to the American Eagle Outfitters March 2006 Sales Commentary. I am Joan Hilson, Senior Vice President of Finance. During this call, I will make certain forward-looking statements based on our current expectations. Actual results may be materially different based on risk factors included in our quarterly and annual reports filed with the SEC.

We are pleased with our March performance and positive response to our spring assortment. Overall, March sales met our expectations. All weeks comped positively with the exception of week four, which was affected by the shift of Easter into April. Total sales of \$201.6 million increased 9% compared to \$185.4 million last year. We achieved a comparable store sales increase of 3%, following a 29% comp in March of last year.

The customer response to our on-trend spring assortment continues to be favorable with strength in key items including knits, shorts and jeans. We were also pleased with the performance of women's intimates and we look forward to the launch of the "aerie" sub-brand this fall. Our women's business achieved a positive low single-digit comp and men's increased in the mid single-digits.

March sales reflected a strong full price business, resulting in mid-single digit increases in our average unit retail price and average transaction value. Units per transaction decreased slightly in March. The number of transactions and units sold per store declined slightly compared to last year, driven by declines in week four when we were up against the Easter holiday from last year. These metrics, as well as store traffic, were positive in all other weeks of the month.

Ae.com continued to show strong results, achieving a 52% increase in sales during March.

With the exception of week four this year, our positive comp performance by week compares to comp increases last year as follows:

- Week one of high single-digit, compared to mid-teen;
- Week two of low double-digit, compared to high-teen;
- Week three of low double-digit, compared to mid-twenty;
- Week four of negative low-twenty, compared to positive high-sixty; and
- Week five of mid-teen, compared to high-teen last year.

March comp store sales by geographic region were as follows:

- The Northeast, Southeast and Mid-Atlantic regions increased in the mid single-digits;
- The Southwest increased in the low single-digits;
- The Midwest decreased in the low single-digits;
- The West decreased in the high single-digits; and
- Canada increased in the high single-digits.

Our next major floor-set, Summer One, arrives in stores on April 18th, providing a fresh merchandise update right after the Easter holiday.

We continue to expect first quarter earnings per share to be in the range of \$0.36 to \$0.38, compared to \$0.35 last year. The first quarter guidance includes stock option expense of approximately \$0.02 per share. For the year, we expect stock option expense to be roughly \$0.04 to \$0.05 per share.

Thank you for your continued interest in American Eagle Outfitters.
