

# AMERICAN EAGLE OUTFITTERS INC

## FORM 8-K (Current report filing)

Filed 07/12/07 for the Period Ending 07/11/07

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

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

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**FORM 8-K**

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**CURRENT REPORT**

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

**Date of Report**  
(Date of earliest event reported)

**July 11, 2007**

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**AMERICAN EAGLE OUTFITTERS, INC.**

(Exact name of registrant as specified in its charter)

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**Delaware**  
(State of incorporation)

**1-33338**  
(Commission File Number)

**13-2721761**  
(IRS Employer Identification No.)

**77 Hot Metal Street**  
**Pittsburgh, Pennsylvania**  
(Address of principal executive offices)

**15203-2329**  
(Zip Code)

**(412) 432-3300**  
(Registrant's telephone number, including area code)

**150 Thorn Hill Drive**  
**Warrendale, Pennsylvania**  
**15086-7528**  
**(724) 776-4857**  
(Former name or former address, if changed since last report)

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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 July 11, 2007, the Company issued a press release announcing, among other things, the Company's June 2007 sales. A copy of the press release is attached hereto as Exhibit 99.1. The Company's Management issued a recorded sales commentary on July 11, 2007 to review the Company's sales results for the month ended July 7, 2007. Additionally, Management raised its second quarter 2007 earnings guidance in both the press release and 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 July 11, 2007 announcing June sales
99.2*	June sales commentary transcript dated July 11, 2007

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

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**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: July 12, 2007

By: /s/ Joan Holstein Hilson  
Joan Holstein Hilson  
Executive Vice President and  
Chief Financial Officer, AE Brand

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**EXHIBIT INDEX**

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**American Eagle Outfitters Reports June Sales of \$270.2 Million  
Same Store Sales Increase 8%**

**Updates Second Quarter EPS Guidance**

PITTSBURGH, PA - July 11, 2007 - American Eagle Outfitters, Inc. (NYSE:AEO) today announced that total sales for the five weeks ended July 7, 2007 were \$270.2 million, an increase of 15% compared to \$235.4 million for the five weeks ended July 1, 2006. Due to the 53rd week in fiscal 2006, June 2007 comps are compared to the five week period ended July 8, 2006. On this basis, comparable store sales increased 8%, compared to an 11% increase for the same period last year.

June sales performance demonstrated the on-going strength of the AE brand and a positive customer response to AE's offering. The company achieved an improvement in the customer conversion rate, driving meaningful increases in transactions and the number of units sold per store. Spring and summer unit sell-through rates were strong and the company is pleased with its inventory position heading into the back-to-school season.

Total sales for the year-to-date 22 week period ended July 7, 2007 increased 17% to \$1.082 billion, compared to \$926.6 million for the 22 week period ended July 1, 2006. Comparable store sales increased 7% for the year-to-date period.

The company is updating its second quarter earnings guidance to \$0.35 to \$0.36 per share, compared to \$0.31 per share last year. Previous first quarter earnings guidance was \$0.34 to \$0.36 per share.

To access the company's recorded monthly sales commentary, please call 800-642-1687, conference code 3282124#.

#### About American Eagle Outfitters

American Eagle Outfitters, Inc. (NYSE:AEO) is a leading retailer that operates under the American Eagle Outfitters and MARTIN + OSA brands.

American Eagle Outfitters 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 currently operates 840 stores in 50 states, the District of Columbia and Puerto Rico, and 74 AE stores in Canada. American Eagle also operates ae.com, which offers additional sizes and styles of favorite AE merchandise and ships around the world. The American Eagle brand also includes a new collection of dormwear and intimates, "aerie by American Eagle." aerie is 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 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 sport back into sportswear. MARTIN + OSA currently operates nine stores. For additional information and updates, visit [www.martinandosa.com](http://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 second 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 the company's second earnings expectations may not be achieved and risks described in the Risk Factor Section of the company's Form 10-K and Form 10-Q 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, 412-432-3300

OR

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

**American Eagle Outfitters, Inc.**  
**June 2007**  
**Recorded Sales Commentary Transcript dated July 11, 2007**

Good afternoon. You have reached the American Eagle Outfitters June 2007 Sales Commentary. This is Judy Meehan, Vice President of Investor Relations. 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.

June sales performance demonstrated an on-going strength of the AE brand and a positive customer response to our offering. We achieved an improvement in our customer conversion rate, driving meaningful increases in transactions and the number of units sold per store. Spring and summer unit sell-through rates were strong, and we are pleased with our ending inventory position, as we head into the back-to-school season.

Total sales for the five weeks ended July 7 increased 15% to \$270.2 million, compared to the five weeks ended July 1, 2006. Due to the 53<sup>rd</sup> week last year, June comps are compared to the five weeks ended July 8, 2006. On this basis, comparable store sales increased 8%, following an 11% comp increase for the same period last year.

Our men's business was very strong with comps in the positive mid-teens. Women's produced a comp increase in the mid single-digits. The best performing categories included shorts, knits, jeans, dresses and aerie.

Overall sales metrics were positive in June. In addition to a higher conversion rate, we saw an improvement in traffic over last year, leading to a mid single-digit increase in the number of transactions per store. Due to our strong sell-through rate, units sold per store increased in the low double-digits. The average transaction value increased in the mid single-digits, driven by a mid single-digit rise in units per transaction. The average unit retail price declined in the low single digits, primarily due to our annual summer sale event.

We achieved positive comps in all five weeks, compared to positive comps last year as follows:

- Week one of mid single-digits, compared to mid single-digits;
- Week two of low double-digits, compared to mid single-digits;
- Week three of high single-digits, compared to high-teens;
- Week four of high single-digits, compared to low double-digits; and
- Week five of low double-digit, compared to mid-teens last year.

All geographic regions also comped positively in June as follows:

- Canada in the mid-teens;
- The Southwest and Northeast in the low double-digits;
- The Mid-West and Mid-Atlantic regions in the high single-digits;
- The Southeast in the mid single-digits; and
- The West was in the low single-digits.

Sales at ae.com increased 30% in June, driven by increased traffic and a higher transaction value.

We are excited about our new back-to-school collection, which arrived in stores yesterday. In July, we are featuring the AE Jeans Fit Challenge which highlights our signature fits.

We are updating our second quarter earnings expectation to a range of \$0.35 to \$0.36 per share, compared to \$0.31 last year. Our previous second quarter earnings guidance was a range of \$0.34 to \$0.36 per share.

Our next sales announcement will be Wednesday, August 8. Thank you for your interest in American Eagle Outfitters.