

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)

May 9, 2007

AMERICAN EAGLE OUTFITTERS, INC.

(Exact name of registrant as specified in its charter)

Delaware
(State of incorporation)

1-33338
(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 May 9, 2007, the Company issued a press release announcing, among other things, the Company's April 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 May 9, 2007 to review the Company's sales results for the month ended May 5, 2007. Additionally, Management reiterated its first 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 May 9, 2007 announcing April sales
99.2*	April sales commentary transcript dated May 9, 2007

* 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: May 10, 2007

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

EXHIBIT INDEX

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NEWS RELEASE**AMERICAN EAGLE
OUTFITTERS****Reports April Sales of \$171.9 Million; Same Store Sales Decline 10%
Maintains First Quarter EPS Guidance**

Warrendale, PA - May 9, 2007 - American Eagle Outfitters, Inc. (NYSE: AEO) today announced that total sales for the four weeks ended May 5, 2007 were \$171.9 million, a decline of 4% compared to \$179.2 million for the four week period ended April 29, 2006. Due to the 53rd week in fiscal 2006, April 2007 comps are compared to the four week period ended May 6, 2006. On this basis, comparable store sales declined 10%, compared to a 19% increase for the same period last year.

The negative sales comparison for April, following a very strong performance in March, was largely due to the shift in Easter timing and generally disappointing traffic trends. The company noted that its same store sales trends improved as the month progressed and were positive in the last two weeks of April.

Total sales for the first quarter ended May 5, 2007 increased 17% to \$612.4 million, compared to \$522.4 million for the quarter ended April 29, 2006. Comparable store sales increased 6% for the year-to-date period compared to the same 13 week period last year.

The company is maintaining its first quarter earnings guidance of \$0.34 to \$0.35 per share, representing growth of 21% to 25% from earnings of \$0.28 per share last year.

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

The company will report its first quarter earnings on Tuesday, May 22nd. Management will hold a conference call at 9:00 a.m. eastern time that morning. To listen to the call, please dial 877-601-0864. The earnings conference call will also be simultaneously broadcast over the internet at www.ae.com.

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 839 stores in 50 states, the District of Columbia and Puerto Rico, and 73 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 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 eight stores. For additional information and updates, visit 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 the company's first quarter earnings expectations may not be achieved and those other 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, 724-776-4857

OR

Financial Media Contact

Berns Communications Group

Stacy Berns or Melissa Jaffin, 212-994-4660

American Eagle Outfitters, Inc.
April 2007
Recorded Sales Commentary Transcript dated May 9, 2007

Good afternoon. Welcome to the American Eagle Outfitters April 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.

In contrast to a very strong performance in March, April sales were below our expectations. Although we planned April with the shift of Easter as a major factor, our business was also affected by weaker than expected traffic trends that continued after Easter. However, beginning in week three, trends improved leading to a mid single-digit comp for the last two weeks of the month.

Total sales for the four weeks ended May 5th declined 4% to \$171.9 million compared to \$179.2 million for the four weeks ended April 29, 2006. Due to the 53rd week last year, April comps are compared to the four weeks ended May 6, 2006. On this basis, comparable store sales declined by 10% compared to a 19% comp increase for the same period last year.

Our women's comp was negative low double-digit, while men's declined in the mid single-digits. Skirts, men's and women's pants and accessories proved difficult. Yet, AE jeans continued to be a source of strength, with both men's and women's denim posting a positive comp in April and exceeding plan. Other positive categories included men's and women's woven shirts and aerie intimates. Additionally, we saw a sharp improvement in key summer categories during the latter half of the month, including men's and women's shorts and knit tops.

Solid traffic and a strong conversion rate drove a sales increase of 24% at ae.com.

Due to lower store traffic and the Easter shift, transactions per average store declined in the low teens, and sales units per store declined in the low double-digits. A favorable sales mix caused the average unit retail price to increase in the low single-digits. Units per transaction also increased in the low single-digits, driving the average transaction value to increase in the mid single-digits.

Comp performance by week compared to last year as follows:

- Reflecting the Easter shift, week one declined in the mid thirties compared to an increase in the low sixties last year;
- Week two declined in the mid single-digits compared to a slight decline last year;
- Week three increased in the mid single-digits compared to a high single-digits increase last year; and
- Week four of positive mid single-digits compared to positive low double-digits.

April comp store sales by geographic region were as follows:

- Canada increased in the mid single-digits;
- The West, Northeast and Mid-Atlantic regions declined in the high single-digits;
- The Southeast and Midwest declined in the low double-digits; and
- The Southwest was negative low teen.

Our Summer Two floor-set arrives in stores on May 25th, just ahead of the Memorial Day weekend. New items reflect our assortment reads and tests from spring, providing on-trend newness for the important summer break season.

We were encouraged by the sales improvement during the final weeks of the month and are pleased with the positioning and momentum of our brand. Regarding our outlook, we are cautiously optimistic and will continue to manage the business prudently to achieve our growth goals.

We are maintaining our previously announced first quarter earnings guidance of \$0.34 to \$0.35 per share, representing growth of 21% to 25% compared to \$0.28 last year.

We will report first quarter earnings on Tuesday, May 22nd. Management will hold a conference call at 9:00 a.m. eastern time that morning. To listen to the call, please dial 877-601-0864, or go to our web-site, ae.com.

Thank you for your continued interest in American Eagle Outfitters.