

AMERICAN EAGLE OUTFITTERS INC

FORM 8-K (Current report filing)

Filed 02/06/09 for the Period Ending 02/05/09

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)

February 5, 2009

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.)

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)

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 2.02. Results of Operations and Financial Condition

The information in this Item 2.02 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 February 5, 2009, the Company issued a press release announcing, among other things, the Company's January 2009 sales. A copy of the press release is attached hereto as Exhibit 99.1. The Company's Management issued a recorded sales commentary on February 5, 2009 to review the Company's sales results for the month ended January 31, 2009. Additionally, Management maintained its fourth quarter 2008 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 February 5, 2009 announcing January sales
99.2*	January sales commentary transcript dated February 5, 2009

* Such Exhibit is being "furnished" (not filed) pursuant to Item 2.02 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: February 5, 2009

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

EXHIBIT INDEX

<u>Exhibit Number</u>	<u>Description</u>
99.1*	Press release dated February 5, 2009 announcing January sales
99.2*	January sales commentary transcript dated February 5, 2009

* Such Exhibit is being "furnished" (not filed) pursuant to Item 2.02 of the Current Report on Form 8-K.

**American Eagle Outfitters Reports January Sales Of \$138.9 Million
Same Store Sales Decrease 22%
Maintains Fourth Quarter EPS Guidance**

Pittsburgh - February 5, 2009 -- American Eagle Outfitters, Inc. (NYSE: AEO) today announced that total sales for the four weeks ended January 31, 2009 decreased 15% to \$138.9 million, compared to \$163.9 million for the four weeks ended February 2, 2008. Comparable store sales decreased 22% for the month, compared to a 7% decrease for the same period last year.

Total sales for the quarter ended January 31, 2009 decreased 9% to \$905.7 million, compared to \$995.4 million for the quarter ended February 2, 2008. Comparable store sales decreased 16% for the quarter compared to the same period last year.

Total sales for the year ended January 31, 2009 decreased 2% to \$2.989 billion, compared to \$3.055 billion for year ended February 2, 2008. Comparable store sales decreased 10% for the year compared to the same period last year.

The company continues to expect fourth quarter earnings to be in the range of \$0.19 to \$0.21 per share, which excludes any potential other-than-temporary impairment charge related to investment securities. This compares to fourth quarter EPS of \$0.66 last year.

To access the company's recorded monthly sales commentary, please dial (866) 514-0390, or internationally dial (585) 267-8021.

The company will announce fourth quarter earnings on Wednesday, March 11th. Management will host a conference call at 9:00 a.m. Eastern Time that morning. To listen to the call, please dial 1-877-407-0789. The call can also be accessed through ae.com.

American Eagle Outfitters, Inc., through its subsidiaries, ("AEO, Inc.") offers high-quality, on-trend clothing, accessories and personal care products at affordable prices. The American Eagle Outfitters brand targets 15 to 25 year old girls and guys, with 954 stores in the U.S. and Canada and online at www.ae.com. aerie by american eagle offers Dormwear and intimates collections for the AE girl, with 116 standalone stores in the U.S. and Canada and online at www.aerie.com. MARTIN + OSA provides Refined Casual fashions for 28 to 40 year old men and women at its 28 stores and online at www.martinandosa.com. The latest brand, 77kids by american eagle, is available online only at www.77kids.com. 77kids offers "kid cool," durable clothing and accessories for kids ages two to 10. AE.COM, the online home of the brands of AEO, Inc. ships to more than 60 countries worldwide.

"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 fourth 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 fourth quarter earnings expectations may not be achieved and the 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**

American Eagle Outfitters, Inc.
January 2008
Recorded Sales Commentary Transcript dated February 5, 2009

Welcome to the American Eagle Outfitters January 2009 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.

Total company sales decreased 15% to \$139 million for the four weeks ended January 31st, compared to \$164 million for the four weeks ended February 2, last year. Total company comparable store sales declined 22% compared to a 7% comp decline last year.

January results primarily reflected on-going weak traffic and conversion within the AE brand, which was consistent throughout the month. Our average unit retail price increased in the mid single-digits, offset by a decline in unit sales. This partially reflected our proactive promotional stance in December, which enabled us to enter January with less clearance inventory compared to last year. AE brand women's comps declined in the high-twenties and men's declined in the mid-teens compared to last year.

AEO direct continued to perform well, with shipped sales up 20% over last year.

This week, we kicked off our first planned Spring promotion, All AE Jeans under \$30. This event highlights our new spring denim styles and washes, and underscores strong value.

We continue to expect fourth quarter earnings in the range of \$0.19 to \$0.21 per share, which excludes any potential impairment charge related to investment securities. This compares to earnings of \$0.66 per share last year. We will announce February sales on March 5, and fourth quarter earnings will be reported on Wednesday, March 11th.

Thank you for your continued interest in American Eagle Outfitters.