

AMERICAN EAGLE OUTFITTERS INC

FORM 8-K (Current report filing)

Filed 04/12/07 for the Period Ending 04/11/07

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

**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 11, 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))
-

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 11, 2007, the Company issued a press release announcing, among other things, the Company's March 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 April 11, 2007 to review the Company's sales results for the month ended April 7, 2007. Additionally, Management raised 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 April 11, 2007 announcing March sales
99.2*	March sales commentary transcript dated April 11, 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: April 12, 2007

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 April 11, 2007 announcing March sales
99.2*	March sales commentary transcript dated April 11, 2007

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

NEWS RELEASE**AMERICAN EAGLE
OUTFITTERS****Reports March Sales of \$271.4 Million on a Same Store Sales Increase of 20%
Raises First Quarter EPS Guidance**

Warrendale, PA, April 11, 2007 - American Eagle Outfitters, Inc. (NYSE: AEO) today announced that total sales for the five weeks ended April 7, 2007 were \$271.4 million, an increase of 35% compared to \$201.6 million for the five week period ended April 1, 2006. Due to the 53rd week in fiscal 2006, March 2007 comps are compared to the five week period ended April 8, 2006. On this basis, the company delivered a comparable store sales increase of 20%, compared to 4% for same period last year.

Strong comparable store sales reflected American Eagle's on-trend spring collection, which was supported by a well-received Spring Break marketing campaign. Sales performance was favorable throughout the month, with a significant acceleration in week five, due to the shift in timing of the pre-Easter week, which occurred in March this year.

Total sales for the year-to-date nine week period ended April 7, 2007 increased 27% to \$437.7 million, compared to \$344.7 million for the nine week period ended April 1, 2006. Comparable store sales increased 14% for the year-to-date period compared to the same nine week period last year.

Regarding future expectations, due to the Easter shift, the company believes it is appropriate to view March and April as a combined period. As a result, the company expects overall comparable store sales for the nine week March/April period to increase in the low double-digit range.

At this time, the company is raising its first quarter earnings guidance to \$0.34 to \$0.35 per share, compared to \$0.28 per share last year, which would represent 21% to 25% growth over last year. Previous first quarter earnings guidance was \$0.31 to \$0.33 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 834 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.
March 2007
Recorded Sales Commentary Transcript dated April 11, 2007

Good afternoon. Welcome to the American Eagle Outfitters March 2007 Sales Commentary. This is Judy Meehan, Senior Director 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.

We are extremely pleased with our March performance. Spring break came to life at AE, with on-trend assortments and newness in vibrant colors and novelty details. Our AE spring break marketing campaigns were on-target and well received by our customers. A sharp adherence to everyday value and quality continued to drive brand loyalty. Sales performance was favorable throughout the month, with a significant acceleration in week five, due to the shift in the pre-Easter week, which occurred in March this year.

Total sales for the five weeks ended April 7th increased 35% to \$271.4 million compared to \$201.6 million for the five weeks ended April 1st, 2006. Due to the 53rd week in fiscal 2006, March comps are compared to the five weeks ended April 8th last year. On this basis, we delivered a comparable store sales increase of 20% compared to 4% for the same period last year.

The best performing categories this spring include men's and women's shorts, jeans, woven shirts, knit tops and aerie. Overall, men's comped in the positive mid-twenties and women's increased in the high-teens.

March sales were driven by higher in-store traffic, a high-teen increase in the number of transactions sold per store, and a low-twenty increase in units sold per store. The average transaction value increased in the mid single-digits, driven by a mid single-digit increase in units per transaction. The average unit retail price declined in the low single-digits primarily due to sales mix.

Entertaining and interactive new content surrounding Spring Break drove traffic to ae.com, which continued to achieve strong growth, with sales rising 35% in March.

Comp performance by week compares to last year as follows:

- Week one increased in the high single-digits, compared to a low double-digit increase last year;
- Week two increased in the low double-digits both years;
- Week three of positive low-twenty compared to negative low-twenty last year;
- Week four of positive high-teen, compared to positive mid-teen; and
- Week five increased in the low-forties, compared to positive mid-teen last year.

March comp store sales by geographic region were as follows:

- The Mid-West increased in the high-twenties;
- The Southwest rose in the mid-twenties;
- The West and Mid-Atlantic regions increased in the low-twenties;
- The Northeast and Canada increased in the high-teens; and
- The Southeast was positive mid-teen.

Our next major line, Summer One, arrives in stores on April 17th. The new collection features a fresh design inspiration, yet builds upon strong categories and trends from the spring season.

Due to the shift in the Easter shopping period and spring breaks into March this year, it's appropriate to consider March and April as a combined period. We expect comparable store sales for the overall nine week March/April period to increase in the low double-digit range. At this time we are raising our first quarter EPS expectation to a range of \$0.34 to \$0.35, representing a 21% to 25% increase from EPS of \$0.28 last year. Our previous guidance was \$0.31 to \$0.33 per share.

Thank you for your continued interest in American Eagle Outfitters.