

# AMERICAN EAGLE OUTFITTERS INC

## FORM 8-K (Current report filing)

Filed 04/10/09 for the Period Ending 04/09/09

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

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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)

**April 9, 2009**

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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)

**N/A**  
(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 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 April 9, 2009, the Company issued a press release announcing, among other things, the Company's March 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 April 9, 2009 to review the Company's sales results for the month ended April 4, 2009. Additionally, Management revised its first quarter 2009 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 9, 2009 announcing March sales
99.2*	March sales commentary transcript dated April 9, 2009

\* Such Exhibit is being "furnished" (not filed) pursuant to Item 2.02 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: April 9, 2009

By: /s/Neil Bulman, Jr.  
Neil Bulman, Jr.  
Vice President, General Counsel and Secretary

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**EXHIBIT INDEX**

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99.1*	Press release dated April 9, 2009 announcing March sales
99.2*	March sales commentary transcript dated April 9, 2009

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

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**American Eagle Outfitters Reports March Sales Of \$243 Million**  
**Same Store Sales Decrease 16%**  
**Revises first quarter EPS guidance to higher end of range**

Pittsburgh - April 9, 2009 -- American Eagle Outfitters, Inc. (NYSE: AEO) today announced that total sales for the five weeks ended April 4, 2009 decreased 9% to \$242.6 million, compared to \$267.3 million for the five weeks ended April 5, 2008. Comparable store sales decreased 16% for the month, compared to a 12% decrease for the same period last year.

March sales were consistent with the company's range of sales expectations, and reflect the shift of Easter and related Spring breaks into April from March last year.

Total sales for the year-to-date nine week period ended April 4, 2009 decreased 5% to \$419.8 million, compared to \$442.4 million for the nine week period ended April 5, 2008. Comparable store sales decreased 13% for the year-to-date period compared to the same nine week period last year.

The company is revising first quarter earnings expectations to a range of \$0.06 to \$0.07 per share, compared to earnings of \$0.21 per share last year. The company's previous first quarter guidance was \$0.04 to \$0.07 per share. The earnings revision reflects AE's planned and controlled promotional strategy. This revised guidance excludes potential additional impairment charges or losses related to investment securities.

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

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 951 stores in the U.S. and Canada and online at [www.ae.com](http://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](http://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](http://www.martinandosa.com). The latest brand, 77kids by american eagle, is available online only at [www.77kids.com](http://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 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 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.**  
**March 2009**  
**Recorded Sales Commentary dated April 9, 2009**

Good morning and welcome to the American Eagle Outfitters March 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 sales for the five weeks ended April 4, 2009 decreased 9% to \$242.6 million, compared to \$267.3 million for the five weeks ended April 5, 2008. Consistent with our range of expectations, consolidated comparable store sales decreased 16%, compared to a 12% decline for the same period last year.

March sales reflected the shift of Easter and related Spring breaks into April this year from March last year, which impacted store traffic and transactions, particularly in the second and third weeks of the month. Promotions in the AE brand were targeted and controlled, resulting in an increase in the average unit retail price compared to last March.

AE men's and women's businesses were affected similarly by the holiday shift with comps in the negative mid-teens for both divisions. The best performing categories included men's tee's and woven shirts; women's dresses, skirts, shorts and fashion accessories. Men's and women's denim performed well in March with significantly less price promotion.

Our direct business continues to have positive momentum, with consolidated sales increasing 23% in March.

The new AE summer assortment arrives in stores next Tuesday, April 14<sup>th</sup>.

Regarding first quarter earnings. We are revising EPS expectations to a range of \$0.06 to \$0.07, reflecting our controlled promotional strategy in March. The previous guidance was \$0.04 to \$0.07 per share. The revised guidance excludes potential impairment charges or losses related to investment securities. This compares to EPS of \$0.21 last year.

Thank you for your continued interest in American Eagle Outfitters.