

AMERICAN EAGLE OUTFITTERS INC

FORM 8-K (Current report filing)

Filed 01/08/09 for the Period Ending 01/08/09

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)

January 8, 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 January 8, 2009, the Company issued a press release announcing, among other things, the Company's December 2008 sales. A copy of the press release is attached hereto as Exhibit 99.1. The Company's Management issued a recorded sales commentary on January 8, 2009 to review the Company's sales results for the month ended January 3, 2009. Additionally, Management updated 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 January 8, 2009 announcing December sales
99.2*	December sales commentary transcript dated January 8, 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: January 8, 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 January 8, 2009 announcing December sales
99.2*	December sales commentary transcript dated January 8, 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 December Sales Of \$493.5 Million
Same Store Sales Decrease 17%
Updates Fourth Quarter EPS Guidance**

Pittsburgh - January 8, 2009 -- American Eagle Outfitters, Inc. (NYSE: AEO) today announced that total sales for the five weeks ended January 3, 2009 decreased 10% to \$493.5 million, compared to \$546.1 million for the five weeks ended January 5, 2008. Comparable store sales decreased 17% for the month, compared to a 2% decrease for the same period last year.

December sales for the AE brand deteriorated from November and were well below the company's recent expectations. During key December holiday shopping periods, traffic and conversion were disappointing. The company is currently clearing through holiday merchandise and expects to enter the spring season with fresh inventories, consistent with its plan.

Total sales for the year-to-date eleven month period ended January 3, 2009 decreased 2% to \$2.849 billion, compared to \$2.892 billion for the eleven month period ended January 5, 2008. Comparable store sales decreased 10% for the year-to-date period compared to the same period last year.

The company is reducing its fourth quarter earnings guidance based on lower-than-expected December sales, a revised outlook for January, and increased markdowns. The current fourth quarter earnings expectation is in the range of \$0.19 to \$0.21, which excludes any potential other-than-temporary impairment charge related to investment securities. This compares to fourth quarter EPS of \$0.66 last year. The company's previous fourth quarter earnings guidance was \$0.30 to \$0.36 per share.

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 958 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 sales and 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.
December 2008
Recorded Sales Commentary Transcript dated January 8, 2009

Welcome to the American Eagle Outfitters December 2008 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 10% to \$493.5 million for the five weeks ended January 3rd, compared to \$546.1 million for the five weeks ended January 5th, last year. Total company comparable store sales declined 17% compared to a 2% comp decline last year.

In December, AE brand sales deteriorated from November trends, and were well below recent expectations. Similar to November, December started off slow. However, during key Christmas shopping days, we did not experience the sales lift that we did during Thanksgiving weekend. Traffic and conversion were both down compared to last year. The average transaction value declined slightly. A lower average unit retail price was partially offset by higher units per transaction. AE women's was challenging with comps in the negative mid-twenties, and the men's comp was negative high single-digit.

Although all areas of our business were below plan, and more promotional, there were a few highlights. AEO direct sales increased 37% for the month. Additionally, new concepts, for which we do not provide regular monthly comps, performed well this holiday. For the November/December period, Martin + Osa produced a comp increase in the low forties, driven by improved traffic and higher conversion. Additionally, aerie stand-alone stores generated a comp increase in the mid-single digits, which was primarily driven by higher conversion and strong unit sales.

Regarding our outlook, we are clearing through holiday merchandise, and expect to enter the spring season on-plan, with fresh inventories. Based on lower than expected December sales, a revised outlook for January, and increased markdowns, we are lowering our fourth quarter earnings guidance to a range of \$0.19 to \$0.21 per share. This compares to \$0.66 last year. Our previous fourth quarter guidance was \$0.30 to \$0.36. We will announce January and final 2008 sales on Thursday, February 5th.

Thank you for your continued interest in American Eagle Outfitters.