

# AMERICAN EAGLE OUTFITTERS INC

## FORM 8-K (Current report filing)

Filed 08/06/09 for the Period Ending 08/06/09

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)

**August 6, 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 August 6, 2009, the Company issued a press release announcing, among other things, the Company's July 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 August 6, 2009 to review the Company's sales results for the month ended August 1, 2009. Additionally, Management updated its second 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 August 6, 2009 announcing July sales
99.2*	July sales commentary transcript dated August 6, 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: August 6, 2009

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

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**EXHIBIT INDEX**

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99.1*	Press release dated August 6, 2009 announcing July sales
99.2*	July sales commentary transcript dated August 6, 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 July Sales Of \$215.0 Million  
Same Store Sales Decrease 11%  
Updates second quarter EPS**

Pittsburgh - August 6, 2009 -- American Eagle Outfitters, Inc. (NYSE: AEO) today announced that total sales for the four weeks ended August 1, 2009 decreased 8% to \$215.0 million, compared to \$232.8 million for the four weeks ended August 2, 2008. Comparable store sales decreased 11% for the month, compared to a 7% decrease for the same period last year.

July sales performance was in the range of the company's expectations, and reflected a continuation of recent trends in store traffic patterns. In part, July also reflected a later back-to-school calendar and the shift of tax-free events from July into August this year. Although the AE business was still challenging overall, the new AE denim collection has been well received, posting positive comparable store sales.

Total sales for the second quarter ended August 1, 2009 decreased 5% to \$657.6 million, compared to \$688.8 million for the quarter ended August 2, 2008. Comparable store sales decreased 10% for the 13 week period compared to a 9% decrease for the same period last year.

Total sales for the 26 week year-to-date period ended August 1, 2009 decreased 5% to \$1.270 billion, compared to \$1.329 billion for the 26 weeks ended August 2, 2008. Comparable store sales decreased 10% for the year-to-date period compared to a 7% decline for the same period last year.

The company now expects second quarter earnings of \$0.16 per diluted share, which includes an expected tax benefit of approximately \$0.02 per diluted share. This compares to second quarter earnings of \$0.29 per diluted share last year. This guidance excludes the possibility of additional impairments or losses related to investment securities. The company's previous second quarter earnings guidance was \$0.12 to \$0.15 per share.

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

The company will announce second quarter earnings on Thursday, August 27. Management will host a conference call at 9:00 a.m. Eastern Time that morning. To listen to the call, please dial (877) 407-0789 or internationally dial (201) 689-8562. The conference call will also be simultaneously broadcast over the Internet at <http://www.ae.com/>. Anyone unable to listen to the call may access a replay beginning August 27, 2009 at 12:00 p.m. Eastern Time. To listen to the replay, dial (877) 660-6853, or internationally dial (201) 612-7415, and reference account 3055 and confirmation code 322154. An audio replay of the conference call will also be available at <http://www.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](http://www.ae.com). aerie by american eagle offers Dormwear and intimates collections for the AE girl, with 132 standalone stores in the U.S. and Canada and online at [www.aerie.com](http://www.aerie.com). MARTIN + OSA provides clothing and accessories 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 second 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 second 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.**  
**July 2009**  
**Recorded Sales Commentary dated August 6, 2009**

Good morning and welcome to the American Eagle Outfitters July 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 four weeks ended August 1, 2009 decreased 8% to \$215.0 million, compared to \$232.8 million for the four weeks ended August 2, 2008. Comparable store sales decreased 11%, compared to a 7% decrease for the same period last year.

Our July sales performance was in the range of our expectations, and reflected a continuation of recent store traffic patterns. In part, we believe this was due to a later back-to-school calendar and the shift of tax-free events from July into August this year. In addition, we moved our annual denim event and related marketing to this week, which is one week later than last year.

AE men's and women's comps declined in the low double digits. Knit tops continued to be challenging, with the exception of an improvement in graphic tees.

However, we were pleased with a strong customer response to our newly-designed AE denim collection, which posted positive comps in both men's and women's. We are also seeing a positive reaction to certain new trends, and on-going strength in women's dresses and jewelry.

By geographic region, comps were the best in the Northeast and Mid-Atlantic US regions and Canada, where comps declined in the low to mid single-digits. The most challenging regions continue to be the West and Southeast, where comps were negative mid- to high-teen. For AEO direct, July sales increased 17% driven by higher traffic and conversion.

As we approach the heart of the back-to-school season, this week, we updated our floor with a greater amount of newness compared to prior years. Also, we are highlighting AE jeans through powerful in-store marketing, direct mail and e-mail campaigns. Additionally, we are launching a more extensive advertising campaign with high-impact outdoor advertising in key markets such as New York, Los Angeles, Chicago, and Toronto. We are also using mall advertising and social media outreach as critical drivers of brand awareness and store traffic.

Now regarding earnings, we expect second quarter EPS to be \$0.16 per share, which includes a tax benefit of approximately \$0.02. This guidance excludes the possibility of additional impairments or losses related to investment securities. Our previous second quarter EPS guidance was \$0.12 to \$0.15.

We will report second quarter earnings on Thursday, August 27th. 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.

Thank you for your continued interest in American Eagle Outfitters.