

AMERICAN EAGLE OUTFITTERS INC

FORM 8-K (Current report filing)

Filed 07/10/09 for the Period Ending 07/09/09

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

**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)

July 9, 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 July 9, 2009, the Company issued a press release announcing, among other things, the Company's June 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 July 9, 2009 to review the Company's sales results for the month ended July 4, 2009. Additionally, Management reiterated 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 July 9, 2009 announcing June sales
99.2*	June sales commentary transcript dated July 9, 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: July 10, 2009

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

EXHIBIT INDEX

<u>Exhibit Number</u>	<u>Description</u>
99.1*	Press release dated July 9, 2009 announcing June sales
99.2*	June sales commentary transcript dated July 9, 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 June Sales Of \$246.1 Million
Same Store Sales Decrease 11%
Reiterates Second quarter EPS guidance

Pittsburgh - July 9, 2009 -- American Eagle Outfitters, Inc. (NYSE: AEO) today announced that total sales for the five weeks ended July 4, 2009 decreased 4% to \$246.1 million, compared to \$255.9 million for the five weeks ended July 5, 2008. Comparable store sales decreased 11% for the month, compared to an 11% decrease for the same period last year.

June sales were on the low end of management's expectations, due primarily to weak store traffic, particularly during the latter part of the month.

Total sales for the 22 week year-to-date period ended July 4, 2009 decreased 4% to \$1.054 billion, compared to \$1.096 billion for the 22 weeks ended July 5, 2008. Comparable store sales decreased 10% for the year-to-date period compared to an 8% decline for the same period last year.

The company is reiterating its second quarter earnings guidance of \$0.12 to \$0.15 per diluted share, compared to earnings of \$0.29 per diluted share last year. This guidance excludes the possibility of additional impairments 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 953 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 131 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 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.
June 2009
Recorded Sales Commentary dated July 9, 2009

Good morning and welcome to the American Eagle Outfitters June 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 July 4, 2009 decreased 4% to \$246.1 million, compared to \$255.9 million for the five weeks ended July 5, 2008. Consolidated comparable store sales decreased 11%, compared to an 11% decrease for the same period last year.

June sales for the AE brand were on the low end of our expectations. This was due primarily to weak store traffic - especially during the latter part of the month.

AE men's and women's comps both declined in the low double digits. Business during the month was largely driven by our annual spring and summer clearance event. However, as we gear up for the fall season, several new denim styles arrived in early June and have been well received by customers.

Our direct business continued to grow, increasing 24% in June.

The full back-to-school assortment arrived in stores yesterday, which is the same time as last year. Due to the later back-to-school calendar this year, we have more new styles arriving in early August to freshen the stores during key selling periods.

We are reiterating our second quarter earnings guidance of 12 to 15 cents per share. This guidance excludes the possibility of additional impairments or losses related to investment securities. This compares to EPS of 29 cents last year.

Thank you for your continued interest in American Eagle Outfitters.