

AMERICAN EAGLE OUTFITTERS INC

FORM 8-K

(Current report filing)

Filed 09/04/09 for the Period Ending 09/03/09

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)

September 3, 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 September 3, 2009, the Company issued a press release announcing, among other things, the Company's August 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 September 3, 2009 to review the Company's sales results for the month ended August 29, 2009. Additionally, Management reiterated its third 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 September 3, 2009 announcing August sales
99.2*	August sales commentary transcript dated September 3, 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: September 4, 2009

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

EXHIBIT INDEX

<u>Exhibit Number</u>	<u>Description</u>
99.1*	Press release dated September 3, 2009 announcing August sales
99.2*	August sales commentary transcript dated September 3, 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 August Sales Of \$307.7 Million
Same Store Sales Decrease 7%
Reiterates third quarter EPS

Pittsburgh - September 3, 2009 -- American Eagle Outfitters, Inc. (NYSE: AEO) today announced that total sales for the four weeks ended August 29, 2009 decreased 4% to \$307.7 million, compared to \$320.0 million for the four weeks ended August 30, 2008. Comparable store sales decreased 7% for the month, compared to a 5% decrease for the same period last year.

Total sales for the 30 week year-to-date period ended August 29, 2009 decreased 4% to \$1.577 billion, compared to \$1.649 billion for the 30 weeks ended August 30, 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 continues to expect third quarter earnings to be in a range of \$0.22 to \$0.25 per diluted share, compared to earnings of \$0.30 per diluted share last year. This guidance includes a tax benefit of approximately \$0.05 per diluted share associated with the repatriation of earnings from Canada. 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 954 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 133 standalone stores in the U.S. and Canada and online at 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. 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 third 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 third 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.
August 2009
Recorded Sales Commentary dated September 3, 2009

Good morning and welcome to the American Eagle Outfitters August 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 29, 2009 decreased 4% to \$307.7 million, compared to \$320.0 million for the four weeks ended August 30, 2008. Consolidated comparable store sales decreased 7%, compared to a 5% decrease for the same period last year.

August sales performance was consistent with our expectations. AE brand comparable store sales showed improvement from the first half of the year, driven by better results in the women's business. Overall, AE women's posted negative mid single-digit comps, and men's declined in the high single-digits.

Women's jeans were among the best performing categories, along with dresses, jewelry, men's graphics and men's and women's woven shirts.

AEO direct sales increased in the low single-digits in the month of August. Our on-line business was partially affected by a later labor day and extended back-to-school shopping period.

This week, the AE fall assortment arrived in stores and on-line, providing newness for the holiday weekend and late peak back-to-school shopping season.

Now regarding earnings, we continue to expect third quarter earnings of \$0.22 to \$0.25 per share, which includes a tax benefit of approximately \$0.05. This guidance excludes the possibility of additional impairments or losses related to investment securities. This compares to third quarter EPS of \$0.30 last year.

Thank you for your continued interest in American Eagle Outfitters.