

AMERICAN EAGLE OUTFITTERS INC

FORM 8-K (Current report filing)

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Address	77 HOT METAL STREET PITTSBURGH, PA 15203
Telephone	4124323300
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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)

February 7, 2007

AMERICAN EAGLE OUTFITTERS, INC.

(Exact name of registrant as specified in its charter)

Delaware
(State of incorporation)

0-23760
(Commission File Number)

13-2721761
(IRS Employer Identification No.)

**150 Thorn Hill Drive
Warrendale, Pennsylvania**
(Address of principal executive offices)

15086-7528
(Zip Code)

(724) 776-4857
(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 7.01. Regulation FD Disclosure

The information in this Item 7.01 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 February 7, 2007, the Company issued a press release announcing, among other things, the Company's January 2007 sales. A copy of the press release is attached hereto as Exhibit 99.1. The Company's Management issued a recorded sales commentary on February 7, 2007 to review the Company's sales results for the month ended February 3, 2007. Additionally, Management raised its fourth quarter 2006 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 February 7, 2007 announcing January sales
99.2*	January sales commentary transcript dated February 7, 2007

* Such Exhibit is being "furnished" (not filed) pursuant to Item 7.01 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: February 9, 2007

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

EXHIBIT INDEX

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NEWS RELEASE**AMERICAN EAGLE
OUTFITTERS****Reports January Sales of \$207.1 Million on a Same Store Sales Increase of 17%
Raises Fourth Quarter EPS Guidance**

Warrendale, PA, February 7, 2007 - American Eagle Outfitters, Inc. (NASDAQ: AEOS) today announced that total sales for the five weeks ended February 3, 2007 were \$207.1 million, compared to \$130.0 million for the four-week period ended January 28, 2006. Due to the 53rd week in fiscal 2006, January 2007 comps are compared to the five week period ended February 4, 2006. On this basis, the company delivered a comparable store sales increase of 17% for the recent five week period, compared to the corresponding five weeks last year. Last year's comparable store sales increase was 9% for the five week January period.

Strong sales results in January were driven by relevant on-trend assortments, reflecting the strength and appeal of the AE brand. The initial response to the Spring collection has been positive, particularly wear-now merchandise. Additionally, our annual holiday clearance event was very well received, capping off a successful holiday season.

Jim O'Donnell, Chief Executive Officer, commented, "Our sales performance in January provided a gratifying finish to an outstanding year. Fiscal 2006 was marked by the continued growth of the AE brand and the launch of two new concepts, *aerie* and MARTIN + OSA. Entering 2007, American Eagle is well-positioned for continued profitable growth through our focused brand-building initiatives and disciplined approach to operations."

Total sales for the fourth quarter ended February 3, 2007, which was 14 weeks, were \$973.4 million, compared to \$769.1 million for the quarter ended January 28, 2006, which was 13 weeks, an increase of 27%. Comparable store sales increased 14% for the fourth quarter of 2006 compared to the same 14 week period last year.

Total sales for the fifty-three week period ended February 3, 2007 were \$2.794 billion, compared to \$2.322 billion for the fifty-two week period ended January 28, 2006, an increase of 20%. Comparable store sales increased 12% for the 2006 period compared to the corresponding fifty-three week period last year.

Subject to final review, the company expects fourth quarter earnings to be \$0.66 per share compared to \$0.47 per share last year, which would represent 40% growth over last year. The company's previous fourth quarter earnings guidance was \$0.64 to \$0.65 per share.

To access the company's recorded monthly sales commentary, please call 800-642-1687, conference code 3282124#.

The Company will report fourth quarter earnings along with February sales on the morning of Wednesday, March 7th. The recorded sales call will be available that day at 7:30 am Eastern Time, and at 9:00 a.m. Eastern Time, management will hold a conference call to discuss fourth quarter earnings. To listen to the earnings call, please dial 877-601-0864. The earnings conference call will also be simultaneously broadcast over the internet at www.ae.com.

About American Eagle Outfitters:

American Eagle Outfitters, Inc. (Nasdaq: AEOS) is a leading retailer that operates under the American Eagle Outfitters and MARTIN + OSA brands.

American Eagle Outfitters designs, markets and sells its own brand of laidback, current clothing targeting 15 to 25 year-olds, providing high-quality merchandise at affordable prices. AE's original collection includes standards like jeans and graphic Ts as well as essentials like accessories, outerwear, footwear, basics and swimwear. American Eagle currently operates 834 stores in 50 states, the District of Columbia and Puerto Rico, and 72 AE stores in Canada. American Eagle also operates ae.com, which offers additional sizes and styles of favorite AE merchandise and ships around the world. The American Eagle brand also includes a new collection of dormwear and intimates, "*aerie* by American Eagle." *aerie* is available in American Eagle stores across the country and at aerie.com. It includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AE girl. Designed to be sweetly sexy, comfortable and cozy, *aerie* offers AE customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom.

The company introduced MARTIN + OSA, a new sportswear concept targeting 25 to 40 year-old women and men. MARTIN + OSA carries apparel, accessories and footwear, using denim and sport inspiration to design fun and sport back into sportswear. MARTIN + OSA currently operates five stores. For additional information and updates, visit martinandosa.com.

"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 and continued profitable growth. 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 earnings and continued profitable growth expectations may not be achieved and those other 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, 724-776-4857

OR

Financial Media Contact
Berns Communications Group
Stacy Berns or Melissa Jaffin, 212-994-4660

American Eagle Outfitters, Inc.
January 2007
Recorded Sales Commentary Transcript dated February 7, 2007

Good afternoon. Welcome to the American Eagle Outfitters January 2007 Sales Commentary. This is Judy Meehan, Senior Director 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.

We were pleased with the strong sales performance in January. Relevant on-trend assortments and the appeal of our AE brand continued to generate higher store traffic and an increased conversion rate.

Total sales for the five weeks ended February 3, 2007 were \$207.1 million, compared to \$130.0 million for the four weeks ended January 28, 2006. Due to the 53rd week in fiscal 2006, January comps are compared to the five week period ended February 4, 2006. On this basis, we delivered a comparable store sales increase of 17%. Last year's comp store sales increase was 9% for the five week January period. Keep in mind that last year our reported January comp of 11% was for the four weeks ended January 28, 2006.

Sell throughs on our holiday collection continued to be strong. Additionally, we had a positive initial response to our Spring collection, particularly wear-now merchandise. Both men's and women's achieved a positive mid-teen comp. Customer favorites from our Holiday and Spring lines included jeans, sweaters, fleece, knit tops, shorts, woven shirts and *aerie* intimates.

In January, the number of transactions per store increased in the mid-teens. Reflecting the success of our clearance event, units sold per average store increased in the high-twenties and units per transaction increased in the low-teens. Our average unit retail price decreased in the high single-digits, due to a higher mix of holiday clearance. The average transaction value rose in the low single-digits.

Ae.com achieved a 66% increase in sales for the five week period, compared to the same five week period last year, driven by higher on-line traffic and increased conversion.

Similar to last year, comps were strongest early in the month due to increased gift card redemptions as well as the timing of school breaks.

- Week one of low-thirty, compared to high-teen;
- Week two of low-twenty, compared to mid single-digit;
- Week three of high-teen, compared to low double-digit;
- Week four increased in the high single-digits both years; and
- Week five was positive low single-digit, both years.

All geographic regions achieved positive comps to last year as follows:

- The Mid-Atlantic region increased in the low-twenties;
- The Northeast, Southwest and Mid-West increased in the high-teens;
- The Southeast achieved a positive low double-digit comp;
- The West posted a high single-digit comp; and
- Canada achieved a comp in the mid-twenties.

Our Spring One collection arrived in stores on January 23rd, and features updated key looks and highlights the importance of fresh, clean color this spring season. The full expression of our spring line comes together when our Spring Break floor-set arrives in stores on February 27th. The timing of this floor-set has been planned one week later than last year to be aligned with spring breaks.

Regarding the fourth quarter earnings, subject to final review, we expect fourth quarter earnings to be \$0.66 per share, representing growth of 40% compared to \$0.47 per share for the same quarter last year. Our previous fourth quarter EPS guidance was \$0.64 to \$0.65.

We will announce fourth quarter final results along with February sales on the morning of Wednesday, March 7th. Our recorded sales call will be available that day at 7:30 am, and at 9:00 a.m. management will hold a conference call to discuss fourth quarter earnings. To listen to the earnings call, please dial 877-601-0864, or go to our web-site ae.com.

Thank you for your interest in American Eagle Outfitters.