

AMERICAN EAGLE OUTFITTERS INC

FORM 8-K (Current report filing)

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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)

June 6, 2007

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.)

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 June 6, 2007, the Company issued a press release announcing, among other things, the Company's May 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 June 6, 2007 to review the Company's sales results for the month ended June 2, 2007. Additionally, Management reiterated its second quarter 2007 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 June 6, 2007 announcing May sales
99.2*	May sales commentary transcript dated June 6, 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: June 7, 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 May Sales Of \$199.2 Million; Same Store Sales Increase 5%
Reiterates Second Quarter EPS Guidance**

Warrendale, PA - June 6, 2007 - American Eagle Outfitters, Inc. (NYSE: AEO) today announced that total sales for the four weeks ended June 2, 2007 were \$199.2 million, an increase of 18% compared to \$168.8 million for the four week period ended May 27, 2006. Due to the 53rd week in fiscal 2006, May 2007 comps are compared to the four week period ended June 3, 2006. On this basis, comparable store sales increased 5%, compared to a 12% increase for the same period last year.

In May, the company saw a meaningful improvement in comparable store sales compared to April, and experienced a positive customer reaction to key categories within its summer assortments.

Total sales for the year-to-date 17 week period ended June 2, 2007 increased 17% to \$811.6 million, compared to \$691.2 million for the 17 week period ended May 27, 2006. Comparable store sales increased 6% for the year-to-date period compared to the same 17 week period last year.

The company is reiterating its second quarter earnings guidance of \$0.34 to \$0.36 per share compared to earnings of \$0.31 per share last year.

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

About American Eagle Outfitters

American Eagle Outfitters, Inc. (NYSE: AEO) 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 840 stores in 50 states, the District of Columbia and Puerto Rico, and 74 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 nine 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 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 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.
May 2007
Recorded Sales Commentary Transcript dated June 6, 2007

Good afternoon. You have reached the American Eagle Outfitters May 2007 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.

In May, we saw a meaningful improvement in sales compared to April, and experienced a positive customer reaction to key categories within our summer assortments.

Total sales for the four weeks ended June 2nd increased 18% to \$199.2 million compared to \$168.8 million for the four weeks ended May 27, 2006. Due to the 53rd week last year, May comps are compared to the four weeks ended June 3, 2006. On this basis, comparable store sales increased 5%, following a 12% comp increase for the same period last year.

Our men's business was very strong with comps in the positive low double-digits. The best performing categories were shorts, jeans, woven shirts and knit tops. Women's increased slightly, with strength in shorts, woven shirts, dresses and aerie intimates.

Sales at ae.com increased 29% in May, driven by strong on-line traffic, increased conversion and a higher average transaction value.

While traffic was down slightly, store metrics overall were favorable. We increased our conversion rate, driving a slight increase in transactions per average store. Due to a favorable sales mix and a shift in the timing of promotions, our average unit retail price increased in the low single-digits. Units per transaction increased in the mid single-digits, leading to a mid single-digit increase in the average transaction value.

Comp performance by week compared to last year as follows:

- Week one increased in the high single-digits compared to an increase in the mid-teens last year;
- Week two of positive high single-digits compared to high single-digits;
- Week three rose in the mid single-digits compared to a low double-digit increase last year; and
- Week four was flat compared to positive mid teens.

May comp store sales by geographic region were as follows:

- Canada increased in the high teens;
- The Northeast comped in the positive mid teens;
- The Midwest was positive high single-digit;
- The Mid-Atlantic region increased in the mid single-digits;
- The Southwest increased in the low single-digits;
- The Southeast declined in the low single-digits; and
- The West declined in the mid single-digits.

Now, regarding our outlook, we are gearing up for and looking forward to back-to-school, which arrives in stores on July 10th. The fresh assortment will feature our new AE jeans collection supported by updated on-trend key items that complete the outfit.

We are comfortable with our current inventory levels for spring and summer and are well-positioned entering the back-to-school season.

At this time, we are reiterating our previously announced second quarter earnings guidance of \$0.34 to \$0.36 per share, compared to \$0.31 last year.

Our next sales announcement will be Wednesday, July 11th. Thank you for your interest in American Eagle Outfitters.