

AMERICAN EAGLE OUTFITTERS INC

FORM 8-K (Current report filing)

Filed 12/10/07 for the Period Ending 12/04/07

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)

December 4, 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.)

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 2.03(a). Creation of a Direct Financial Obligation or an Obligation under an Off-Balance Sheet Arrangement of a Registrant.

On December 4, 2007, American Eagle Outfitters, Inc., through a subsidiary ("the Company"), entered into a lease for approximately 25,000 square feet of retail space at 1551 Broadway in New York, NY. The existing structure at the location will be demolished and the leased premises will be constructed by the landlords, 1551 Broadway Owner LLC and 1555 Broadway Owner LLC. The leased space will comprise three floors of retail space and basement storage for the Company's brands and approximately 14,500 square feet of electronic signage. The Company is responsible for completion of construction of the premises after delivery of the core building and the landlord is providing a \$12 million tenant construction allowance.

Pursuant to the terms of the agreement, the Company will rent the property for an initial term of 15 consecutive years with three options to renew for five years each. Commencement of the term cannot start prior to September 1, 2008. The Company will be obligated to make annual base rental payments of \$15 million with scheduled 3% annual rate increases over the initial term of the lease. Additionally, the Company will be responsible for 100% of all real estate taxes and insurance.

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 December 5, 2007, the Company issued a press release announcing, among other things, the Company's new lease agreement. A copy of the press release is attached hereto as Exhibit 99.1.

ITEM 9.01. Financial Statements and Exhibits

(c) Exhibits

<u>Exhibit No.</u>	<u>Description</u>
99.1*	Press release dated December 5, 2007 announcing the new lease agreement.

* 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: December 10, 2007

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

EXHIBIT INDEX

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**American Eagle Outfitters Signs Times Square Real Estate Deal with Jeff Sutton and SL Green Joint Venture
More than 25,000 Square Feet of Retail Space at Corner of 46th
Street and Broadway is Largest in AEO History**

PITTSBURGH, PA - December 5, 2007 - American Eagle Outfitters (NYSE:AEO) today announced that it has signed a multi-year lease for more than 25,000 square feet of prime retail space in the heart of New York City's Times Square, located at 1551 Broadway at 46th Street. The new American Eagle Outfitters flagship store will be the company's largest in the world. Jeff Sutton, in a joint venture with SL Green Realty Corp. (NYSE:SLG), will build a state-of-the-art structure designed specifically for American Eagle Outfitters from the ground up.

"American Eagle Outfitters looks forward to creating a world-class shopping destination for the people of New York, as well as customers from around the world at the Times Square flagship store," said Jim O'Donnell, chief executive officer, American Eagle Outfitters, Inc. "Working closely with Jeff Sutton and SL Green, our goal is to set a new standard in specialty retail and store innovation."

The property will comprise three levels of retail space for AEO brands including American Eagle and the company's intimates and dormwear line, aerie. Additionally, the new flagship will feature more than 15,000 square feet of multi-media external signage rising 25 stories high, creating more than 1.5 million customer impressions every day.

About American Eagle Outfitters:

American Eagle Outfitters, Inc. (NYSE:AEO) is a leading retailer that operates under the American Eagle Outfitters(R) and MARTIN + OSA (TM) 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. The original collection includes standards like jeans and graphic Ts as well as essentials like accessories, outerwear, footwear, basics and swimwear. American Eagle currently operates 855 stores in 50 states, the District of Columbia and Puerto Rico, and 75 AE stores in Canada. American Eagle also operates ae.com(R), which offers additional sizes and styles of favorite AE(R) merchandise and ships to more than forty countries around the world. The American Eagle(R) brand also includes a Dormwear(R) collection, aerie(TM), which is available in 38 standalone stores, American Eagle stores and at aerie.com. The collection includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AE girl. Designed to be sweetly sexy, comfortable and cozy, the aerie brand offers AE customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom. 77E, a new multi-channel entertainment platform, features original and user-generated content on ae.com, in AE stores, on television, and on Web sites such as YouTube, MySpace and Facebook.

MARTIN + OSA, a concept targeting 28 to 40 year-old women and men, offers refined casual clothing and accessories, designed to be valuable, irresistible, inspiring, authentic and adventurous. MARTIN + OSA currently operates 19 stores. For additional information and updates, visit www.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. 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 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:

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