

# AMERICAN EAGLE OUTFITTERS INC

## FORM 8-K (Current report filing)

Filed 05/07/09 for the Period Ending 05/07/09

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

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

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**FORM 8-K**

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**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of The Securities Exchange Act of 1934**

**Date of Report**  
(Date of earliest event reported)

**May 7 , 2009**

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**AMERICAN EAGLE OUTFITTERS, INC.**

(Exact name of registrant as specified in its charter)

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**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)

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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 May 7, 2009, the Company issued a press release announcing, among other things, the Company's April 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 May 7, 2009 to review the Company's sales results for the month ended May 2, 2009. Additionally, Management reiterated its first 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 May 7, 2009 announcing April sales
99.2*	April sales commentary transcript dated May 7, 2009

\* Such Exhibit is being "furnished" (not filed) pursuant to Item 2.02 of the Current Report on Form 8-K.

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**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: May 7, 2009

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

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**EXHIBIT INDEX**

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99.2*	April sales commentary transcript dated May 7, 2009

\* Such Exhibit is being "furnished" (not filed) pursuant to Item 2.02 of the Current Report on Form 8-K.

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**American Eagle Outfitters Reports April Sales Of \$193.6 Million**  
**Same Store Sales Decrease 5%**  
**Reiterates first quarter EPS guidance**

Pittsburgh - May 7, 2009 -- American Eagle Outfitters, Inc. (NYSE: AEO) today announced that total sales for the four weeks ended May 2, 2009 decreased 2% to \$193.6 million, compared to \$197.7 million for the four weeks ended May 3, 2008. Comparable store sales decreased 5% for the month, compared to a 2% increase for the same period last year.

April sales were consistent with the company's range of expectations and reflect the shift of Easter and related spring breaks into April from March last year.

Total sales for the first quarter ended May 2, 2009 decreased 4% to \$612.0 million, compared to \$640.3 million for the quarter ended May 3, 2008. Comparable store sales decreased 10% for the quarter compared to a 6% decline for the same period last year.

The company is maintaining its first quarter earnings guidance of \$0.06 to \$0.07 per share, compared to earnings of \$0.21 per share last year. This guidance excludes potential additional impairment charges related to investment securities or a potential tax benefit.

To access the company's recorded monthly sales commentary, please dial (866) 514-0390, or internationally dial (585) 267-8021.

The company will announce first quarter earnings on Wednesday, May 27<sup>th</sup>. Management will host a conference call at 9:00 a.m. Eastern Time that morning. To listen to the call, please dial (877) 407-0789 or internationally dial (201) 689-8562. The conference call will also be simultaneously broadcast over the Internet at <http://www.ae.com/>. Anyone unable to listen to the call can access a replay beginning May 27, 2009 at 12:00 p.m. Eastern Time. To listen to the replay, dial (877) 660-6853, or internationally dial (201) 612-7415, and reference account 3055 and confirmation code 320676. An audio replay of the conference call will also be available at [www.ae.com](http://www.ae.com).

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](http://www.ae.com). aerie by american eagle offers Dormwear and intimates collections for the AE girl, with 129 standalone stores in the U.S. and Canada and online at [www.aerie.com](http://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](http://www.martinandosa.com). The latest brand, 77kids by american eagle, is available online only at [www.77kids.com](http://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 first 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 first 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.**  
**April 2009**  
**Recorded Sales Commentary dated May 7, 2009**

Good morning and welcome to the American Eagle Outfitters April 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 May 2, 2009 decreased 2% to \$193.6 million, compared to \$197.7 million for the four weeks ended May 3, 2008. Consolidated comparable store sales decreased 5%, compared to a 2% increase for the same period last year.

April sales were consistent with our expectations. Business was strong during the first week, driven by the Easter holiday and related spring breaks. In addition, we saw an improved response to new AE styles in our summer line, and customers reacted well to our value message on shorts and graphic tees, particularly with warmer weather late in the month.

AE men's and women's businesses produced comps in the negative mid single-digits. We were pleased with continued strength in AE jeans, on less promotional activity. Other positive areas include men's tee's and woven shirts, women's dresses, shorts and accessories. We are also seeing progress in certain women's fashion tops.

Looking at the first quarter in total, our average unit retail price decreased in the low single-digits, due to increased promotional activity. Store traffic and the conversion rate also declined in the first quarter. However, compared to the fourth quarter of 2008, the conversion rate has improved and store traffic is less negative.

AEO direct continued to be positive, with consolidated sales increasing 13% in April.

The AE summer merchandise update will arrive in stores next Wednesday.

We continue to expect first quarter earnings of \$0.06 to \$0.07 per share. This guidance excludes potential impairment charges related to investment securities, or any potential tax benefit. This compares to earnings per share of \$0.21 last year.

We will report first quarter earnings on Wednesday, May 27<sup>th</sup>. Management will host a conference call at 9:00 a.m. Eastern Time that morning. To listen to the call, please dial 1-877-407-0789.

Thank you for your continued interest in American Eagle Outfitters.