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AMERICAN EXPRESS CO  
Form 8-K  
September 14, 2004

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 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 14, 2004

AMERICAN EXPRESS COMPANY  
(Exact name of registrant as specified in its charter)

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New York	1-7657	13-4922250
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(State or other jurisdiction of incorporation or organization)	(Commission File Number)	(I.R.S. Employer Identification No.)

200 Vesey Street, World Financial Center New York, New York	10285
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(Address of principal executive offices)	(Zip Code)

Registrant's telephone number, including area code: (212) 640-2000

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(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.

On September 14, 2004, Gary L. Crittenden, Executive Vice President and Chief Financial Officer of American Express Company, delivered a presentation relating to American Express' business strategies at the Lehman Brothers 2004 Financial Services Conference. Information contained in such presentation, as well as certain other information, is furnished herein in Exhibit 99.1 and is hereby incorporated by reference. The presentation, together with certain additional materials, is also available at <http://ir.americanexpress.com>.

Exhibit

99.1 Information from a presentation delivered September 14, 2004 by Gary L. Crittenden

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 EXPRESS COMPANY  
(REGISTRANT)

By /s/ Stephen P. Norman

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Name: Stephen P. Norman  
Title: Secretary

DATE: September 14, 2004

EXHIBIT INDEX

Item No.	Description
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99.1	Information from a presentation delivered September 14, 2004 by Gary L. Crittenden