

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 10/09/03 for the Period Ending 10/09/03

Address	100 MISSION RIDGE GOODLETTSVILLE, TN, 37072
Telephone	6158554000
CIK	0000029534
Symbol	DG
SIC Code	5331 - Retail-Variety Stores
Industry	Discount Stores
Sector	Consumer Cyclical
Fiscal Year	02/02

DOLLAR GENERAL CORP

FORM 8-K (Unscheduled Material Events)

Filed 10/9/2003 For Period Ending 10/9/2003

Address	100 MISSION RIDGE GOODLETTSVILLE, Tennessee 37072
Telephone	615-855-4000
CIK	0000029534
Industry	Retail (Specialty)
Sector	Services
Fiscal Year	01/31

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): October 9, 2003

Dollar General Corporation

(Exact Name of Registrant as Specified in Charter)

Tennessee

001-11421

61-0502302

(State or Other Jurisdiction
of Incorporation)

(Commission File Number)

(I.R.S. Employer
Identification No.)

100 Mission Ridge
Goodlettsville, Tennessee

37072

(Address of Principal Executive Offices)

(Zip Code)

Registrant's telephone number, including area code: (615) 855-4000

ITEM 7. FINANCIAL STATEMENTS, PRO FORMA FINANCIAL INFORMATION AND EXHIBITS

- (a) Financial Statements. None.
(b) Pro Forma Financial Information. None.
(c) Exhibits. See Exhibit Index immediately following the signature page hereto.

ITEM 9. REGULATION FD DISCLOSURE

On October 9, 2003, Dollar General Corporation issued the news release attached hereto as Exhibit 99 and incorporated by reference as if fully set forth herein.

SIGNATURES

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 thereunto duly authorized.

Date: October 9, 2003

DOLLAR GENERAL CORPORATION

By: /s/ Susan S. Lanigan

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>	
99	News release dated October 9, 2003	
Investor Contact: Emma Jo Kauffman (615) 855-5525		Media Contact: Andrea Ewin Turner (615) 855-5209

DOLLAR GENERAL REPORTS INCREASED SEPTEMBER SALES

GOODLETTSVILLE, Tenn. – October 9, 2003 – Dollar General Corporation (NYSE: DG) today reported total retail sales for the September five-week period ended October 3, 2003, equaled \$638.8 million compared with \$567.6 million last year, an increase of 12.5 percent. Same-store sales for the September period increased 3.8 percent compared with a 5.0 percent increase in the prior year September period. The average customer purchase in September was approximately \$8.33 compared to \$8.27 in the same period last year. Customer transactions in same-stores increased approximately 3.4 percent.

September sales by major merchandise category are as follows:

	FY 2003 Percent of Sales	FY 2002 Percent of Sales	Est. Same-Store Sales Change
Highly Consumable	65%	65%	+3%
Seasonal	13%	12%	+12%
Home Products	13%	13%	+3%
Basic Clothing	9%	10%	+1%

Departments reporting the strongest same-store percentage sales increases for September include the domestics department, the hardware, toys and stationery department and the shoe department.

For the nine weeks ended October 3, 2003, Dollar General total retail sales increased 12.8 percent to \$1.2 billion from \$1.0 billion in the same period a year ago. Same-store sales for the nine-week period increased 4.1 percent.

For the 35 weeks ended October 3, 2003, Dollar General total retail sales increased 13.2 percent to \$4.4 billion from \$3.9 billion in the same period a year ago. Same-store sales for the 35-week period increased 4.4 percent.

October Sales Outlook:

For the four-week October period ending October 31, 2003, the Company expects total sales to increase 12 to 14 percent. Same-store sales are expected to increase three to five percent compared with a same-store sales increase of 4.5 percent in the October period last year. October sales results will be released on Thursday, November 6, 2003.

Dollar General is a Fortune 500[®] discount retailer with 6,580 neighborhood stores in 27 states as of October 3, 2003.

Dollar General stores offer convenience and value to customers, by offering consumable basics, items that are frequently used and replenished, such as food, snacks, health and beauty aids and cleaning supplies, as well as an appealing selection of basic apparel, housewares and seasonal items at everyday low prices. The typical Dollar General store has 6,750 square feet of selling space and is located within five miles of its target customers.

This press release contains forward-looking information, including information regarding the Company's future sales outlook. The words "believe," "anticipate," "project," "plan," "expect," "estimate," "objective," "forecast," "goal," "intend," "will likely result," or "will continue" and similar expressions generally identify forward-looking statements. The Company believes the assumptions underlying these forward-looking statements are reasonable; however, any of the assumptions could be inaccurate, and, therefore, actual results may differ materially from those projected by, or implied in, the forward-looking statements. A number of factors may result in actual results differing from such forward-looking information, including, but not limited to: the Company's ability to maintain adequate liquidity through its cash resources and credit facilities; the Company's ability to comply with the terms of the Company's credit facilities (or obtain waivers for non-compliance); transportation and distribution delays or interruption; the Company's ability to negotiate effectively the cost and purchase of merchandise; inventory risks due to shifts in market demand; changes in product mix; interruptions in suppliers' businesses; costs and potential problems and interruptions associated with implementation of new or upgraded systems and technology; fuel price and interest rate fluctuations; a deterioration in general economic conditions caused by acts of war or terrorism; temporary changes in demand due to weather patterns; seasonality of the Company's business; delays associated with building, opening and operating new stores; the impact of the SEC inquiry related to the restatement of certain of the Company's financial statements; and other risk factors discussed in our SEC filings, including in our most recent Annual Report on Form 10-K.

Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this release. The Company disclaims any obligation to publicly update or revise any forward-looking statements contained herein to reflect events or circumstances occurring after the date of this release or to reflect the occurrence of unanticipated events.

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End of Filing

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