

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 03/03/05 for the Period Ending 03/03/05

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

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): March 3, 2005

Dollar General Corporation

(Exact Name of Registrant as Specified in Charter)

Tennessee

(State or Other Jurisdiction
of Incorporation)

001-11421

(Commission File Number)

61-0502302

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

100 Mission Ridge
Goodlettsville, Tennessee

(Address of Principal Executive Offices)

37072

(Zip Code)

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

(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:

- 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))

ITEM 7.01. REGULATION FD DISCLOSURE

On March 3, 2005, Dollar General Corporation issued the press release attached hereto as Exhibit 99 and incorporated by reference as if fully set forth herein, regarding sales results for the four-week period ended February 25, 2005, as well as new store openings and closings for that period.

ITEM 9.01. FINANCIAL STATEMENTS AND EXHIBITS

- (a) Financial Statements of businesses acquired. N/A
 - (b) Pro Forma Financial Information. N/A
 - (c) Exhibits. See Exhibit Index immediately following the signature page hereto.
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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.

Date: March 3, 2005

DOLLAR GENERAL CORPORATION

By: /s/ Susan S. Lanigan
Susan S. Lanigan
Senior Vice President and General Counsel

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
99	News release dated March 3, 2005.

Investor Contact:
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(615) 855-5525

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**DOLLAR GENERAL REPORTS FEBRUARY SAME-STORE SALES UP 5.5%;
OPENS 138 NEW STORES**

GOODLETTSVILLE, Tenn. – March 3, 2005 – Dollar General Corporation (NYSE: DG) today reported total retail sales for the February four-week period ended February 25, 2005, equaled \$607.9 million compared with \$533.9 million last year, an increase of 13.9 percent. For the February period, same-store sales, or sales in stores that were open both at the end of the period and at the beginning of the preceding fiscal year, increased 5.5 percent.

The 5.5 percent same store-sales increase for the period was driven by strong sales increases in food, including candy, snacks and perishables, as well as pet supplies. Customer transactions in same-stores increased approximately 2.9 percent. The average customer purchase in February for total stores was approximately \$8.80 compared to \$8.50 in the same period last year.

During the period, the Company opened 138 new stores and closed five stores.

About Dollar General

Dollar General is a Fortune 500[®] discount retailer with 7,453 neighborhood stores as of February 25, 2005. Dollar General stores offer convenience and value to customers by offering consumable basic items that are frequently used and replenished, such as food, snacks, health and beauty aids and cleaning supplies, as well as a selection of basic apparel, housewares and seasonal items at everyday low prices. The Company store support center is located in Goodlettsville, Tennessee. Dollar General's Web site can be reached at www.dollargeneral.com.

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