

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 03/10/06 for the Period Ending 03/10/06

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 10, 2006

Dollar General Corporation

(Exact name of registrant as specified in its 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 10, 2006, Dollar General Corporation issued the press release attached hereto as Exhibit 99 and incorporated by reference as if fully set forth herein, regarding a realignment of its merchandising team.

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 10, 2006

DOLLAR GENERAL CORPORATION

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

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
99	News release dated March 10, 2006.

Contact: Tawn Earnest (media)
(615) 855-5209
Emma Jo Kauffman (investors)
(615) 855-5525

FOR IMMEDIATE RELEASE

**DOLLAR GENERAL REALIGNS MERCHANDISING TEAM,
NAMES RITA BRANHAM SVP/GMM OF CONSUMABLES**

GOODLETTSVILLE, TENN. (March 10, 2006) – In a move to strengthen its merchandising efforts, Dollar General (NYSE: DG) today announced the realignment of its merchandising function, placing it under two general merchandise managers who will report to Beryl J. Buley, division president of merchandising, marketing and supply chain.

Rita Branham, a leader on the merchandising team for most of her 24-year tenure at Dollar General, has been named senior vice president/GMM of consumables. A search is underway for a second SVP/GMM who will oversee the apparel, home and seasonal categories.

“The realignment reflects our commitment to improving merchandising and reinforcing our leadership among small-box value discounters,” said Buley. “Over the years, Rita has built strong relationships with vendors. Her credibility is reinforced by experience and a thorough knowledge of the Dollar General customer. I believe that our strength in consumables will be reinforced under Rita’s leadership.”

In her new role, Branham will define the company’s strategy for consumables, which includes packaged and refrigerated food, candy and snacks, health and beauty care, pet supplies, home cleaning and paper products.

Two divisional merchandising managers will report to Branham, including John Cosma, another Dollar General veteran, who has been promoted to vice president/DMM of food and perishables. A second DMM, overseeing non-food consumables, will be named at a later date.

The SVP/GMM of home, apparel and seasonal will tackle the non-consumable areas of the business, including categories such as clothing, domestics and holiday. Rick McNeely, VP/DMM of seasonal and two additional DMM’s, to be named, will report to Buley in the interim.

The company also appointed Tim Money as vice president of forecasting and inventory planning, the position vacated by Branham. Money previously served as the director of retail planning and allocation/merchandise presentation at Cracker Barrel Old Country Store. Prior to that, he was a director of merchandise planning and allocation for Kohl’s Department Stores.

About Dollar General

Goodlettsville, Tenn.–based Dollar General is a Fortune 500® discount retailer with 7,993 neighborhood stores as of February 24, 2006.

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, house wares and seasonal items at everyday low prices. For more information about Dollar General, go to www.dollargeneral.com.

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