

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 08/03/06 for the Period Ending 08/03/06

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

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 8/3/2006 For Period Ending 8/3/2006

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

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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): August 3, 2006

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 August 3, 2006, Dollar General Corporation issued the news release attached hereto as Exhibit 99 and incorporated by reference as if fully set forth herein regarding sales results for the four-week, 13-week and 26-week periods ended July 28, 2006, the planned conference call and webcast to discuss second quarter results, and other matters.

ITEM 9.01. FINANCIAL STATEMENTS AND EXHIBITS

- (a) Financial statements of businesses acquired. N/A
 - (b) Pro forma financial information. N/A
 - (c) Shell company transactions. N/A
 - (d) 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: August 3, 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 August 3, 2006.

Investor Contact:
Emma Jo Kauffman
(615) 855-5525

Media Contact:
Tawn Earnest
(615) 855-5209

**DOLLAR GENERAL REPORTS JULY SAME-STORE SALES UP 4.6%;
ANNOUNCES SECOND QUARTER CONFERENCE CALL**

GOODLETTSVILLE, Tenn.--(BUSINESS WIRE)--Aug. 3, 2006--Dollar General Corporation (NYSE: DG) today reported total retail sales for the July four-week period ended July 28, 2006, equaled \$680.5 million compared with \$617.0 million last year, an increase of 10.3 percent. For the July period, same-store sales increased 4.6 percent compared to an increase of 3.4 percent in the four-week period ended July 29, 2005. The sales increase for the period was attributable to strong sales increases in the categories of food, paper products, home cleaning products, summer events, sundries, and pet supplies. Same-store sales decreased in the categories of home products and apparel.

For the 13-week period ended July 28, 2006, Dollar General total retail sales increased 8.6 percent to \$2.2 billion from \$2.1 billion for the 13-week period ended July 29, 2005. Same-store sales for the 13-week period increased 2.8 percent.

For the 26-week period ended July 28, 2006, Dollar General total retail sales increased 8.3 percent to \$4.4 billion from \$4.0 billion for the 26-week period ended July 29, 2005. Same-store sales for the 26-week period increased 2.1 percent.

The Company's gross margin for the second fiscal quarter of 2006 has been negatively impacted by the mix of sales which has been more heavily skewed toward lower margin highly consumables than anticipated. Sales in the higher margin home and apparel departments have been below the Company's projections for the quarter. The Company's fiscal quarter ends on Friday, August 4, 2006.

The 2006 sales numbers are preliminary and unaudited. In addition, please note that the four-week July 2006 period discussed in this release is based on the four-week retail calendar month as determined by the National Retail Federation, which is widely used in the retail industry. The Company's fiscal calendar for 2006 does not coincide with the retail monthly calendar and, therefore, the Company's sales reported for its fiscal 2006 quarterly periods will differ from the sum of the months reported in the monthly sales releases.

Earnings Conference Call Information

Dollar General is scheduled to announce earnings for the second quarter on Thursday, August 31, 2006. The Company will host a conference call on Thursday, August 31, 2006, at 9:00 a.m. CDT/10:00 a.m. EDT to discuss the quarter's financial results. If you wish to participate, please call (334) 260-2280 at least 10 minutes before the conference call is scheduled to begin. The pass code for the conference call is "Dollar General". The call will also be broadcast live online

at www.dollargeneral.com. A replay of the conference call will be available through Thursday, September 14, online or by calling (334) 323-7226. The pass code for the replay is 58805575.

About Dollar General

Dollar General is a Fortune 500[®] discount retailer with 8,164 neighborhood stores as of July 28, 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, 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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