

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 09/02/04 for the Period Ending 09/02/04

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): September 2, 2004

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

(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 September 2, 2004, Dollar General Corporation issued a news release regarding sales results for the four-week and thirty-week periods ended August 27, 2004, as well as new store openings and store closings. The news release is attached hereto as Exhibit 99 and incorporated by reference as if fully set forth herein.

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.

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 thereunto duly authorized.

Date: September 2, 2004

DOLLAR GENERAL CORPORATION

By: /s/ Susan S. Lanigan

Susan S. Lanigan

Senior Vice President, General Counsel and Corporate Secretary

EXHIBIT INDEX

Exhibit No.

Description

99

News release dated September 2, 2004

Financial and Media Contact:
Emma Jo Kauffman
(615) 855-5525

**DOLLAR GENERAL REPORTS INCREASED AUGUST SALES;
OPENS 55 NEW STORES**

GOODLETTSVILLE, Tenn. – September 2, 2004 – Dollar General Corporation (NYSE: DG) today reported total retail sales for the August four-week period ended August 27, 2004, equaled \$570.7 million compared with \$514.7 million last year, an increase of 10.9 percent. Same-store sales for the August period increased 2.8 percent. The average customer purchase in August was approximately \$8.44 compared to \$8.43 in the same period last year. Customer transactions in same-stores increased approximately 2.6 percent.

August sales by major merchandise category were as follows:

	FY 2004 Percent of Sales	FY 2003 Percent of Sales	Est. Same-Store Sales Change
Highly Consumable	66%	63%	+7%
Seasonal	14%	14%	+2%
Home Products	11%	13%	-12%
Basic Clothing	9%	10%	-4%

For the 30 weeks ended August 27, 2004, Dollar General total retail sales increased 11.2 percent to \$4.2 billion from \$3.7 billion in the same period a year ago. Same-store sales for the 30 weeks increased 3.1 percent.

New Store Openings

The Company opened 54 Dollar General stores and one Dollar General Market during the four-week period ended August 27, 2004. The Company closed 17 Dollar General stores during the period, six of which were closed due to damage caused by Hurricane Charley. Year-to-date, the Company has opened 472 Dollar General stores and three Dollar General Markets and has closed 58 Dollar General stores.

About Dollar General

Dollar General is a Fortune 500[®] discount retailer with 7,117 neighborhood stores as of August 27, 2004. 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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