

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 02/05/04 for the Period Ending 02/05/04

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

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): February 5, 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

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 February 5, 2004, Dollar General Corporation issued a news release regarding sales results for the four-week period, 52 weeks and fourth quarter ended January 30, 2004, and other matters. The news release is attached hereto as Exhibit 99 and incorporated by reference as if fully set forth herein.

ITEM 12. RESULTS OF OPERATIONS AND FINANCIAL CONDITION

The information set forth in Item 9 above is incorporated herein by this reference.

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: February 5, 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 February 5, 2004.

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

Media Contact:
Andrea Ewin Turner
(615) 855-5209

**DOLLAR GENERAL REPORTS INCREASED JANUARY SALES;
ANNOUNCES YEAR-END CONFERENCE CALL AND WEBCAST**

GOODLETTSVILLE, Tenn. – February 5, 2004 – Dollar General Corporation (NYSE: DG) today reported total retail sales for the January four-week period ended January 30, 2004, equaled \$480.2 million compared with \$429.9 million last year, an increase of 11.7 percent. Same-store sales for the January period increased 3.1 percent compared with a 3.8 percent increase in the prior year January period. The average customer purchase in January was approximately \$8.32 compared to \$8.23 in the same period last year. Customer transactions in same-stores increased approximately 2.4 percent.

January 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	67%	66%	+5%
Seasonal	13%	12%	+10%
Home Products	12%	13%	-7%
Basic Clothing	8%	9%	-1%

Departments reporting the strongest same-store percentage sales increases for January include the hardware, toys and stationery department, the ladies department and the home cleaning and food department.

For the 13 weeks ended January 30, 2004, Dollar General total retail sales increased 11.8 percent to \$2.0 billion from \$1.8 billion in the same period a year ago. Same-store sales for the 13-week period increased 3.3 percent.

For the 52 weeks ended January 30, 2004, Dollar General total retail sales increased 12.7 percent to \$6.9 billion from \$6.1 billion in the same period a year ago. Same-store sales for the 52-week period increased 4.0 percent.

During the year, the Company opened 673 new stores and closed 86 stores. As of January 30, 2004, Dollar General operated 6,700 stores in 27 states.

Earnings Conference Call Information

Dollar General is scheduled to announce earnings for the year ended January 30, 2004 on Monday, March 15, 2004. The Company will host a conference call on Monday, March 15, 2004, at 10 a.m. EST to discuss the year's results and the outlook for 2004. The security code for the conference call is "Dollar General." If you wish to participate, please call (334) 260-2280 at least 10 minutes before the conference call is scheduled to begin. The call will also be broadcast live online at www.dollargeneral.com. A replay of the conference call will be available until 5 p.m. EST on Monday, March 29, online or by calling (334) 323-7226. The access code for the replay is 40954 and the pass code is 86362.

Dollar General is a Fortune 500[®] discount retailer with 6,700 neighborhood stores as of January 30, 2004. 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 a selection of basic apparel, housewares and seasonal items at everyday low prices.

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