

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 01/08/04 for the Period Ending 01/08/04

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): January 8, 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 January 8, 2004, Dollar General Corporation issued the news release attached hereto as Exhibit 99, which is incorporated by reference as if fully set forth herein.

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: January 8, 2004

DOLLAR GENERAL CORPORATION

By: /s/ Susan S. Lanigan

Susan S. Lanigan
Senior Vice President, General Counsel and Corporate

EXHIBIT INDEX

Exhibit No.

Description

99

News release dated January 8, 2004.

Investor Contact:
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(615) 855-5525

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

**DOLLAR GENERAL REPORTS INCREASED DECEMBER SALES;
ANNOUNCES OPENING SIX STORES IN DECEMBER**

GOODLETTSVILLE, Tenn. – January 8, 2004 – Dollar General Corporation (NYSE: DG) today reported total retail sales for the December five-week period ended January 2, 2004, equaled \$911.0 million compared with \$807.4 million last year, an increase of 12.8 percent. Same-store sales for the December period increased 4.3 percent compared with a 2.3 percent increase in the prior year December period. The average customer purchase in December was approximately \$9.69 compared to \$9.51 in the same period last year. Customer transactions in same-stores increased approximately 2.7 percent.

December 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	50%	48%	+7%
Seasonal	27%	27%	+5%
Home Products	13%	14%	-5%
Basic Clothing	10%	11%	0%

Departments reporting the strongest same-store percentage sales increases for December include the domestics department, the ladies department and the home cleaning and food department.

For the nine weeks ended January 2, 2004, Dollar General total retail sales increased 11.8 percent to \$1.5 billion from \$1.3 billion in the same period a year ago. Same-store sales for the nine-week period increased 3.3 percent.

For the 48 weeks ended January 2, 2004, Dollar General total retail sales increased 12.7 percent to \$6.4 billion from \$5.7 billion in the same period a year ago. Same-store sales for the 48 weeks increased 4.1 percent.

For the five weeks ended January 2, 2004, Dollar General reported opening six stores. To date, the Company has opened 673 stores and closed 80 stores this fiscal year. The six newest store locations include one each in Georgia, North Carolina, Tennessee and Texas; and two in Virginia.

Discontinuance of Monthly Sales Outlook

Dollar General also announced that the Company would discontinue providing a monthly sales outlook. Forward-looking estimates are imprecise and the Company believes that such predictions may lead to undue emphasis on short-term sales results. The Company will continue providing actual sales results on a monthly basis.

Dollar General is a Fortune 500[®] discount retailer with 6,706 neighborhood stores as of January 2, 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 an appealing selection of basic apparel, housewares and seasonal items at everyday low prices.

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