

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 03/15/04 for the Period Ending 03/12/04

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): March 12, 2004

Dollar General Corporation

(Exact Name of Registrant as Specified in Charter)

Table with 3 columns: State or Other Jurisdiction of Incorporation, Commission File Number, I.R.S. Employer Identification No.
Row 1: Tennessee, 001-11421, 61-0502302
Row 2: 100 Mission Ridge Goodlettsville, Tennessee, 37072

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 March 12, 2004, Dollar General Corporation issued a news release regarding the declaration of a dividend. The news release is attached hereto as Exhibit 99 and 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: March 12, 2004

DOLLAR GENERAL CORPORATION

By: /s/ Susan S. Lanigan
Susan S. Lanigan
Senior Vice President, General Counsel and Corporate Secretary

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
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99	News release dated March 12, 2004
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Emma Jo Kauffman
Investor Contact:
(615) 855-5525

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

DOLLAR GENERAL BOARD OF DIRECTORS DECLARES INCREASED DIVIDEND

GOODLETTSVILLE, Tenn. – March 12, 2004 – Dollar General Corporation (NYSE: DG) today announced that its board of directors declared a dividend of \$0.040 per share, payable April 15, 2004, to common shareholders of record on April 1, 2004. This dividend declaration is a 14.3% increase from the Company's previous quarterly dividend rate of \$0.035 per share.

Dollar General is a Fortune 500[®] discount retailer with 6,817 neighborhood stores as of February 27, 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. 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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