

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 03/02/06 for the Period Ending 03/02/06

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| 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): March 2, 2006

Dollar General Corporation

(Exact name of registrant as specified in its 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 March 2, 2006, Dollar General Corporation issued the press release attached hereto as Exhibit 99 and incorporated by reference as if fully set forth herein, regarding sales results for the four-week period ended February 24, 2006, information regarding the planned conference call to discuss fiscal year 2005 earnings results, monthly same store sales for the Company's prior fiscal year calculated in the new manner described in the press release, 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) 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: March 2, 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 March 2, 2006. |

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

Media Contact:
Tawn Earnest
(615) 855-5209

DOLLAR GENERAL REPORTS FEBRUARY SAME-STORE SALES

GOODLETTSVILLE, Tenn. – March 2, 2006 – Dollar General Corporation (NYSE: DG) today reported total retail sales for the four-week period ended February 24, 2006, equaled \$645.7 million compared to \$607.9 million last year, an increase of 6.2 percent. For the four-week period, same-store sales decreased 0.5 percent compared to a 5.5 percent increase in the four-week period ended February 25, 2005. Same-store sales of highly consumable and seasonal merchandise increased moderately for the period, while sales of home products and basic apparel declined.

The Company has revised its method for determining the stores that are included in the Company's publicly released same-store sales calculations. Beginning with this monthly sales release, the Company now provides same-store sales calculations for those stores that have been open at least 13 full fiscal months and remain open at the end of the reporting period. Previously, the Company's same-store sales calculation included only stores that were open both at the end of the period and at the beginning of the preceding fiscal year.

The accompanying table presents monthly same-store sales for the Company's prior fiscal year calculated in the new manner. These revised calculations will appear in our fiscal 2006 sales releases going forward as same-store sales for fiscal 2005. Same-store sales as previously reported are included in the accompanying table for comparison.

Earnings Conference Call Information

Dollar General is scheduled to announce earnings for the year ended February 3, 2006 on Tuesday, March 21, 2006. The Company will host a conference call on Tuesday, March 21, 2006, at 10 a.m. EST to discuss the year's results and the outlook for 2006. 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 until 5 p.m. EDT on Tuesday, April 4, online or by calling (334) 323-7226. The pass code for the replay is 37841616.

About Dollar General

Dollar General is a Fortune 500[®] discount retailer with 7,993 neighborhood stores as of February 24, 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.

The 2006 monthly sales numbers are preliminary and unaudited. In addition, please note that the four-week February 2006 period referred to 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, sales reported for the fiscal 2006 quarterly periods will differ from the sum of the months.

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Dollar General Corporation
Fiscal 2005 Same-Store Sales

| 4-5-4 Retail Calendar Period | (1) New Definition | (2) As Previously Reported |
|---|-------------------------------|---------------------------------------|
| February | 5.5% | 5.5% |
| March | 4.2% | 4.2% |
| March YTD | 4.8% | 4.8% |
| April | 5.3% | 5.2% |
| April YTD | 5.0% | 4.9% |
| June | 4.5% | 4.3% |
| June QTD | 4.5% | 4.3% |
| June YTD | 4.8% | 4.7% |
| July | 3.4% | 3.1% |
| July QTD | 4.2% | 3.9% |
| July YTD | 4.6% | 4.4% |
| August | 1.2% | 0.9% |
| August YTD | 4.1% | 4.0% |
| September | 2.8% | 2.5% |
| September QTD | 2.1% | 1.8% |
| September YTD | 3.9% | 3.7% |
| October | 0.9% | 0.4% |
| October QTD | 1.8% | 1.4% |
| October YTD | 3.6% | 3.4% |
| November | 0.1% | -0.2% |
| November YTD | 3.3% | 3.1% |
| December | -2.6% | -2.8% |
| December QTD | -1.5% | -1.8% |
| December YTD | 2.4% | 2.3% |
| January (4 wks) | -0.4% | -1.0% |
| January QTD (13 wks) | -1.3% | -1.6% |
| January YTD (52 wks) | 2.2% | 2.0% |

- (1) Includes all stores that have been open for at least thirteen full fiscal monthly periods and remain open at the end of the period.
- (2) Includes all stores that were open both at the end of the period and at the beginning of the preceding fiscal year.