

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 10/05/06 for the Period Ending 10/05/06

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): October 5, 2006

Dollar General Corporation

(Exact Name of Registrant as Specified in 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))
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ITEM 7.01 REGULATION FD DISCLOSURE.

On October 5, 2006, Dollar General Corporation issued the news release attached hereto as Exhibit 99 and incorporated by reference as if fully set forth herein regarding sales results for the five-week, nine-week and 35-week periods ended September 29, 2006 and fiscal 2006 store openings.

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS.

- (a) Financial statements of businesses acquired. N/A
 - (b) Pro forma financial information. N/A
 - (c) Shell company transactions. N/A
 - (d) 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: October 5, 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 October 5, 2006.

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

Media Contact:
Tawn Earnest
(615) 855-5209

DOLLAR GENERAL REPORTS SEPTEMBER SAME-STORE SALES; COMMENTS ON FISCAL 2006 STORE OPENINGS

GOODLETTSVILLE, Tenn. – October 5, 2006 – Dollar General Corporation (NYSE: DG) today reported total retail sales for the September five-week period ended September 29, 2006, equaled \$839.2 million compared with \$794.0 million last year, an increase of 5.7 percent. For the September period, same-store sales increased 0.5 percent compared to an increase of 2.8 percent in the five-week period ended September 30, 2005. Overall, same-store sales in the fiscal 2006 September period were negative in geographic regions that were directly impacted by Hurricanes Katrina and Rita in the fiscal 2005 period. By merchandise department, the primary drivers of positive same-store sales in the fiscal 2006 period were pet supplies, sundries, and food. These increases were offset by decreases in apparel and home products.

For the nine weeks ended September 29, 2006, Dollar General total retail sales increased 7.7 percent to \$1.5 billion from \$1.4 billion in the same period a year ago. Same-store sales for the nine-week period increased 2.4 percent.

For the 35-week period ended September 29, 2006, Dollar General total retail sales increased 8.1 percent to \$5.9 billion from \$5.5 billion for the 35-week period ended September 30, 2005. Same-store sales for the 35-week period increased 2.2 percent.

The 2006 sales numbers are preliminary and unaudited. In addition, please note that the five-week September 2006 period discussed in this release is based on the five-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, the Company's reported sales for its fiscal 2006 quarterly periods will differ from the sum of the months reported in the monthly sales releases.

In connection with the Company's ongoing review of its real estate and inventory strategies, the Company is evaluating the potential operational and financial impact of its store opening plan. Pending the outcome of this review, the Company may reduce the number of stores it expects to open for the 2006 fiscal year. Year-to-date through September 29, 2006, the Company opened 344 stores and closed 65 stores.

About Dollar General

Dollar General is a Fortune 500(R) discount retailer with 8,208 neighborhood stores as of September 29, 2006. Dollar General(R) 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 accessed at www.dollargeneral.com.

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