

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 05/06/04 for the Period Ending 05/06/04

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): May 6, 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 May 6, 2004, Dollar General Corporation issued a news release regarding sales results for the thirteen-week and four-week periods ended April 30, 2004, new store openings and store closings, the planned conference call and webcast regarding first quarter earnings, and the planned webcast of the annual shareholders' meeting. 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: May 6, 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>
99	News release dated May 6, 2004.

Contact:
Emma Jo Kauffman
(615) 855-5525

**DOLLAR GENERAL REPORTS INCREASED APRIL SALES;
OPENS 59 NEW STORES;
ANNOUNCES FIRST QUARTER CONFERENCE CALL AND WEB CAST OF ANNUAL MEETING OF
SHAREHOLDERS**

GOODLETTSVILLE, Tenn. – May 6, 2004 – Dollar General Corporation (NYSE: DG) today reported total retail sales for the April four-week period ended April 30, 2004, equaled \$541.1 million compared with \$490.3 million last year, an increase of 10.4 percent. Same-store sales for the April period increased 2.1 percent compared with a 5.9 percent increase in the prior year April period. The average customer purchase in April was approximately \$8.34 compared to \$8.35 in the same period last year. Customer transactions in same-stores increased approximately 2.8 percent.

April sales by major merchandise category are as follows:

	FY 2004 Percent of Sales	FY 2003 Percent of Sales	Est. Same-Store Sales Change
Highly Consumable	63%	62%	+4%
Seasonal	16%	17%	-2%
Home Products	12%	12%	+1%
Basic Clothing	9%	9%	-1%

For the thirteen-week period ended April 30, 2004, Dollar General total retail sales increased 11.4 percent to \$1.7 billion from \$1.6 billion for the thirteen-week period ended May 2, 2003. Same-store sales for the thirteen-week period increased 3.0 percent.

New Store Openings

The Company opened 59 stores in 19 states during the four-week period ended April 30, 2004. The 59 newest store locations include 10 in Texas; five each in Alabama, Georgia, Louisiana and South Carolina; four each in North Carolina and Wisconsin; three each in Florida, Mississippi and Tennessee; two each in Missouri, New York and Ohio; and one each in Indiana, Iowa, Kansas, Maryland, Pennsylvania and West Virginia. The Company closed three stores during the period. Year-to-date, the Company has opened 244 stores and closed 14.

Earnings Conference Call Information

Dollar General is scheduled to announce earnings for the first quarter ended April 30, 2004, on Thursday, May 27, 2004. The Company will host a conference call on Thursday, May 27, 2004, at 10 a.m. EDT to discuss the quarter's results. 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. EDT on Thursday, June 10, online or by calling (334) 323-7226. The access code for the replay is 40954 and the pass code is 86362.

Annual Meeting of Shareholders Web cast Information

Dollar General also plans to Web cast its Annual Meeting of Shareholders on Tuesday, May 25, 2004, at 10:00 a.m. CDT/11:00 a.m. EDT. The Web cast will be available live on Dollar General's Web site at www.dollargeneral.com by clicking on the home page spotlight item with a replay available until 5:00 p.m. EDT on June 10, 2004.

About Dollar General

Dollar General is a Fortune 500[®] discount retailer with 6,930 neighborhood stores as of April 30, 2004. 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.

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