

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 02/08/07 for the Period Ending 02/08/07

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): February 8, 2007

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))

ITEM 2.02 RESULTS OF OPERATIONS AND FINANCIAL CONDITION.

On February 8, 2007, Dollar General Corporation issued a news release regarding sales results for the fourth quarter and full-year ended February 2, 2007. The news release is attached hereto as Exhibit 99 and incorporated by reference as if fully set forth herein.

ITEM 7.01 REGULATION FD DISCLOSURE.

The information set forth in Item 2.02 above is incorporated herein by reference. The news release also sets forth information regarding the fiscal 2006 store openings, closings 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) 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: February 8, 2007

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 February 8, 2007.

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

Media Contact:
Tawn Earnest
(615) 855-5209

DOLLAR GENERAL REPORTS JANUARY SAME-STORE SALES UP 6.8%

GOODLETTSVILLE, Tenn. – February 8, 2007 – Dollar General Corporation (NYSE: DG) today reported total retail sales equaled \$832.1 million for the January five-week period ended February 2, 2007 compared with \$745.7 million for the five-week period ended February 3, 2006, an increase of 11.6 percent. Same-store sales for the five-week period increased 6.8 percent. By merchandise department, the primary drivers of same-store sales increases in the current year period were food, holiday events, basic apparel, home products, pet supplies, and health and beauty care. Increased markdowns incurred in connection with the Company's efforts to minimize the carryover of seasonal and other non-core merchandise contributed significantly to sales in holiday events, basic apparel and home products. Excluding sales in 103 stores, which are in the process of liquidating inventories in anticipation of closing, same-store sales increased 6.6 percent in the January period.

For the Company's 13-week fiscal quarter ended February 2, 2007, total retail sales equaled \$2.55 billion compared with \$2.48 billion for the prior year quarter ended February 3, 2006, which included 14 weeks. Same-store sales, based on the comparable 13-week period, increased 5.8 percent.

For the 52-week fiscal year ended February 2, 2007, total retail sales equaled \$9.17 billion compared with \$8.58 billion for the 53-week fiscal year ended February 3, 2006. Same-store sales, based on the comparable 52-week period, increased 3.3 percent.

During the fiscal year ended February 2, 2007, the Company opened 536 stores, relocated 53 stores, and closed 156 stores, including 48 stores closed in connection with the Company's previously announced store revitalization efforts.

About Dollar General

Dollar General is a Fortune 500[®] discount retailer with 8,309 neighborhood stores as of February 2, 2007. 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.