

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 03/08/07 for the Period Ending 03/08/07

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): March 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 7.01 REGULATION FD DISCLOSURE.

On March 8, 2007, Dollar General Corporation issued a news release regarding sales results for the four-week period ended March 2, 2007 and the planned conference call and webcast to discuss fourth quarter and year-end financial results. The news release is attached hereto as Exhibit 99 and incorporated by reference as if fully set forth herein.

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: March 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 March 8, 2007.

Investor Contact:
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**DOLLAR GENERAL REPORTS FEBRUARY SAME-STORE SALES UP 4.9%;
ANNOUNCES FISCAL 2006 EARNINGS CONFERENCE CALL**

GOODLETTSVILLE, Tenn. – March 8, 2007 – Dollar General Corporation (NYSE: DG) today reported total retail sales for the four-week period ended March 2, 2007, equaled \$695.6 million compared to \$645.4 million last year, an increase of 7.8 percent. For the four-week period, same-store sales increased 4.9 percent compared to a 0.5 percent decrease in the four-week period ended March 3, 2006. Each of the Company's four major merchandise categories, including highly consumables, seasonal, basic apparel and home products, contributed to the sales increase. Markdowns incurred in connection with the Company's efforts to minimize the carryover of seasonal and other non-core merchandise and to liquidate merchandise in stores in the closing process contributed significantly to sales in the non-consumables categories. Excluding sales in 130 stores, which are in the process of closing as part of the Company's store revitalization efforts, same-store sales increased 4.2 percent in the fiscal 2007 February period.

Earnings Conference Call Information

Dollar General is scheduled to announce earnings for the year ended February 2, 2007 on Monday, March 26, 2007. The Company will host a conference call on Monday, March 26, 2007, at 9:00 a.m. CDT/10:00 a.m. EDT to discuss the year's results. 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 through Monday, April 9, 2007, online or by calling (334) 323-7226. The pass code for the replay is 71244209.

About Dollar General

Dollar General is a Fortune 500[®] discount retailer with 8,260 neighborhood stores as of March 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.

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