

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 10/20/05 for the Period Ending 10/20/05

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 20, 2005

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 October 20, 2005, Dollar General Corporation issued the press release 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) 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 20, 2005

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 20, 2005.

Investor Contact:
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Media Contact:
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DOLLAR GENERAL INTRODUCES FISHER-PRICE®, BOBBIE BROOKS APPAREL
Brand Introductions Are Refreshing Additions to Apparel Offerings

GOODLETTSVILLE, TENN. (October 20, 2005) – Strengthening its apparel offerings, Dollar General Corporation (NYSE:DG) has added Fisher-Price and Bobbie Brooks, two well-established brands, to its apparel assortment.

This fall, shoppers will find a high value line of infant and toddler fashions by Fisher-Price®. The number one infant and preschool toy brand will debut an apparel line that reflects the needs of today’s family, featuring the latest fashion looks and thoughtful details that only Fisher-Price can provide. The Fisher-Price clothing sets for infants and toddlers are priced from \$6 to \$10, exclusively at Dollar General.

Bobbie Brooks, a staple brand for decades, makes its debut in Dollar General stores with offerings in casual sportswear, sleepwear, hosiery and slippers. Bobbie Brooks apparel, in misses and plus sizes, are priced from \$6 to \$15. Bobbie Brooks is now an exclusive brand to Dollar General.

“The introduction of Fisher-Price and Bobbie Brooks to our apparel lines reinforces our commitment to delivering well-known brands our customers trust, at affordable prices,” said Stonie O’Briant, executive vice president of merchandising, marketing and strategic planning. “We believe these brands are a great fit for Dollar General whose shoppers demand true value and quality.”

Dollar General is a Fortune 500® discount retailer with 7,782 neighborhood stores as of September 30, 2005. 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, house wares and seasonal items at everyday low prices. For more information about Dollar General, go to www.dollargeneral.com.

Fisher-Price and related trademarks and copyrights are used under license from Fisher-Price, Inc., a subsidiary of Mattel, Inc., East Aurora, NY 14052 U.S.A. ©2005 Mattel, Inc. Manufactured for and distributed by Dollar General Corp.

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