

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 07/07/06 for the Period Ending 07/07/06

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): July 7, 2006

Dollar General Corporation

(Exact name of registrant as specified in its 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 July 7, 2006, Dollar General Corporation issued the news 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) 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: July 7, 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 July 7, 2006.

**DOLLAR GENERAL MAKES FINAL APPOINTMENTS
TO STRENGTHEN MERCHANDISING TEAM**

GOODLETTSVILLE, TENN. (July 7, 2006) – Dollar General Corporation (NYSE: DG) has completed the realignment of its merchandising team as anticipated with several recent leadership appointments, all of whom bring extensive retail experience and expertise.

In recent weeks, the company added the following leaders to its merchandising team: Denny Zimmerman, a 25-year veteran merchant previously with 7-Eleven and American Stores; Keith Reynolds, an 18-year veteran merchant previously with Bon Ton Stores; Bryan Wheeler, a 21-year veteran merchant previously with Sears and Kmart; and Victoria Kopyar formerly with Target.

Zimmerman is the new vice president/divisional merchandise manager of non-food consumables. He and John Cosma, VP/DMM of food and perishables report to Rita Branham, senior vice president and general merchandise manager of consumables.

Reynolds joins Dollar General as the new VP/DMM of apparel and Wheeler as the new VP/DMM of home. Along with Rick McNeely, VP/DMM of seasonal, Reynolds and Wheeler report to Jim Thorpe, SVP/GMM of apparel, home and seasonal.

Kopyar is Dollar General's senior director of product and brand development, a new position. Previously, she oversaw the candle and accessories category at Target. Prior to that, Kopyar was an assistant vice president/audit manager at U.S. Bank in Minneapolis.

Branham, Thorpe and Kopyar report to Beryl J. Buley, division president of merchandising, marketing and global supply chain.

“Our team represents the best of both worlds – talented merchants with long, successful careers at Dollar General and skilled merchants with successful track records from a diversity of other retailers,” said Buley. “These new additions reinforce our commitment to provide customers with the products they want and need at a great value everyday.”

DMM of Non-food Consumables Zimmerman was the national category manager for 7-Eleven for the health and beauty care and non-foods categories. Prior to that, he was the director of merchandising for the Fleming Companies. He had also previously served as a senior category manager for Pepsi-Cola Company and was the vice president of national procurement for American Stores, Inc., which operated Acme Markets, Lucky, Jewel, Jewel/Osco, Osco Drug and Sav-on Drug stores.

DMM of Apparel Reynolds was previously division merchandise manager of children's apparel, accessories toys and gifts at Bon Ton Stores. Prior to that, he served as the division manager of Proffitt's/McRae's (Sak's Inc.).

DMM of Home Wheeler was previously vice president and general merchandise manager of hardware for Sears Home Group. Prior to that, he held a number of positions of growing responsibility in the merchandising function at Kmart, most recently as the divisional vice president of hard home.

About Dollar General

Dollar General is a Fortune 500® discount retailer with 8,133 neighborhood stores as of June 30, 2006. Dollar General offers 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. The Company store support center is located in Goodlettsville, Tennessee. Dollar General's Web site can be reached at www.dollargeneral.com.

For Dollar General: Tawn Earnest (media), (615) 855-5209

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