

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 04/07/05 for the Period Ending 04/07/05

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

DOLLAR GENERAL CORP

FORM 8-K (Unscheduled Material Events)

Filed 4/7/2005 For Period Ending 4/7/2005

Address	100 MISSION RIDGE GOODLETTSVILLE, Tennessee 37072
Telephone	615-855-4000
CIK	0000029534
Industry	Retail (Specialty)
Sector	Services
Fiscal Year	01/31

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): April 7, 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 April 7, 2005, Dollar General Corporation issued the press release attached hereto as Exhibit 99 and incorporated by reference as if fully set forth herein, regarding sales results for the five-week and nine-week periods ended April 1, 2005, an analyst and investor conference sponsored by Dollar General to be webcast on April 18, 2005, 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) 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: April 7, 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 April 7, 2005.

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

Media Contact:
Tawn Earnest
(615) 855-5209

DOLLAR GENERAL REPORTS MARCH SAME-STORE SALES UP 4.2%; ANNOUNCES ANALYST AND INVESTOR CONFERENCE WEBCAST

GOODLETTSVILLE, Tenn. – April 7, 2005 – Dollar General Corporation (NYSE: DG) today reported total retail sales for the March five-week period ended April 1, 2005, equaled \$756.2 million compared with \$672.9 million last year, an increase of 12.4 percent. For the March period, same-store sales, or sales in stores that were open both at the end of the period and at the beginning of the preceding fiscal year, increased 4.2 percent.

The 4.2 percent same-store sales increase for the period was driven by strong sales increases in food, including candy, snacks and perishables, as well as pet supplies. The arrival of Easter in March, versus April in 2004, also produced strong results in Easter products for the period. Customer transactions in same-stores increased approximately 0.1 percent. The average customer purchase in March for total stores was approximately \$8.82 compared to \$8.40 in the same period last year.

For the nine-week period ended April 1, 2005, Dollar General total retail sales increased 13.0 percent to \$1.4 billion from \$1.2 billion for the nine-week period ended April 2, 2004. Same-store sales for the nine-week period increased 4.8 percent.

Year-to-date through April 1, 2005, the Company has opened 192 stores and closed 18.

Analyst and Investor Conference Webcast

On April 18, 2005, Dollar General will hold a meeting in Nashville, Tennessee for analysts and investors. A webcast of this meeting including accompanying slides can be accessed live beginning at approximately 11:00 a.m. EDT (10:00 a.m. CDT) on Dollar General's Web site at www.dollargeneral.com by clicking on the home page spotlight item. The webcast will be available through May 2, 2005.

About Dollar General

Dollar General is a Fortune 500[®] discount retailer with 7,494 neighborhood stores as of April 1, 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, 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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End of Filing

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