

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 06/03/04 for the Period Ending 06/03/04

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

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): June 3, 2004

Dollar General Corporation

(Exact Name of Registrant as Specified in Charter)

Tennessee

001-11421

61-0502302

(State or Other Jurisdiction
of Incorporation)

(Commission File Number)

(I.R.S. Employer
Identification No.)

100 Mission Ridge
Goodlettsville, Tennessee

37072

(Address of Principal Executive Offices)

(Zip Code)

Registrant's telephone number, including area code: (615) 855-4000

ITEM 7. FINANCIAL STATEMENTS, PRO FORMA FINANCIAL INFORMATION AND EXHIBITS

- (a) Financial Statements. None.
(b) Pro Forma Financial Information. None.
(c) Exhibits. See Exhibit Index immediately following the signature page hereto.

ITEM 9. REGULATION FD DISCLOSURE

On June 3, 2004, Dollar General Corporation issued a news release regarding sales results for the seventeen-week and four-week periods ended May 28, 2004, and new store openings and store closings for the seventeen-week and four-week periods ended May 28, 2004. The news release is attached hereto as Exhibit 99 and incorporated by reference as if fully set forth herein.

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 thereunto duly authorized.

Date: June 3, 2004

DOLLAR GENERAL CORPORATION

By:

/s/ Susan S. Lanigan

Susan S. Lanigan
Senior Vice President, General Counsel and Corporate
Secretary

EXHIBIT INDEX

Exhibit No.

Description

99

News release dated June 3, 2004.

Financial and Media Contact:
Emma Jo Kauffman
(615) 855-5525

DOLLAR GENERAL REPORTS INCREASED MAY SALES; OPENS 48 NEW STORES

GOODLETTSVILLE, Tenn. – June 3, 2004 – Dollar General Corporation (NYSE: DG) today reported total retail sales for the May four-week period ended May 28, 2004, equaled \$568.2 million compared with \$507.2 million last year, an increase of 12.0 percent. Same-store sales for the May period increased 4.0 percent. The average customer purchase in May was approximately \$8.32 compared to \$8.24 in the same period last year. Customer transactions in same-stores increased approximately 3.4 percent.

May sales by major merchandise category are as follows:

	FY 2004 Percent of Sales	FY 2003 Percent of Sales	Est. Same-Store Sales Change
Highly Consumable	62%	60%	+7%
Seasonal	17%	17%	+3%
Home Products	12%	14%	-6%
Basic Clothing	9%	9%	+1%

For the seventeen-week period ended May 28, 2004, Dollar General total retail sales increased 11.6 percent to \$2.3 billion from \$2.1 billion for the seventeen-week period ended May 30, 2003. Same-store sales for the seventeen-week period increased 3.3 percent.

New Store Openings

The Company opened 48 stores in 20 states during the four-week period ended May 28, 2004. The 48 newest store locations include seven in Wisconsin; four each in Michigan, South Carolina and Texas; three each in Georgia, Missouri and Tennessee; two each in Alabama, Florida, Illinois, Louisiana, Mississippi, New Mexico and Pennsylvania, and one each in Arkansas, Kentucky, North Carolina, Nebraska, Ohio and Oklahoma. The Company closed 14 stores during the period. Year-to-date, the Company has opened 292 stores and closed 28.

About Dollar General

Dollar General is a Fortune 500[®] discount retailer with 6,964 neighborhood stores as of May 28, 2004. 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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