

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 07/08/04 for the Period Ending 07/08/04

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): July 8, 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 July 8, 2004, Dollar General Corporation issued a news release regarding sales results for the twenty-two-week, nine-week and five-week periods ended July 2, 2004, and new store openings and store closings for the twenty-two-week and five-week periods ended July 2, 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: July 8, 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 July 8, 2004.

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

DOLLAR GENERAL REPORTS INCREASED JUNE SALES; OPENS 67 NEW STORES; OPENS FIRST STORES IN ARIZONA

GOODLETTSVILLE, Tenn. – July 8, 2004 – Dollar General Corporation (NYSE: DG) today reported total retail sales for the June five-week period ended July 2, 2004, equaled \$715.6 million compared with \$649.7 million last year, an increase of 10.1 percent. Same-store sales for the June period increased 2.3 percent. The average customer purchase in June was approximately \$8.43 compared to \$8.39 in the same period last year. Customer transactions in same-stores increased approximately 2.1 percent.

June sales by major merchandise category were as follows:

	FY 2004 Percent of Sales	FY 2003 Percent of Sales	Est. Same-Store Sales Change
Highly Consumable	64%	63%	+5%
Seasonal	16%	16%	0%
Home Products	11%	12%	-6%
Basic Clothing	9%	9%	+1%

For the nine weeks ended July 2, 2004, Dollar General total retail sales increased 11.0 percent to \$1.3 billion from \$1.2 billion for the nine weeks ended July 4, 2003. Same-store sales for the nine-week period increased 3.0 percent.

For the 22 weeks ended July 2, 2004, Dollar General total retail sales increased 11.2 percent to \$3.0 billion from \$2.7 billion for the 22 weeks ended July 4, 2003. Same-store sales for the 22 weeks increased 3.1 percent.

New Store Openings

The Company opened 65 Dollar General stores in 24 states during the five-week period ended July 2, 2004. The 65 newest Dollar General store locations include nine in Wisconsin; eight in Texas, five in North Carolina, four in Arizona, three each in Florida, Iowa, Illinois, Louisiana, New Mexico, New York and Ohio; two each in Georgia, Michigan, Tennessee, Virginia and West Virginia; and one each in Alabama, Indiana, Kentucky, Maryland, Mississippi, Oklahoma, Pennsylvania and South Carolina. The Company closed 11 Dollar General stores during the period. The Company also opened two Dollar General Markets, one each in Tennessee and Kentucky, during the five-week period ended July 2, 2004. Year-to-date, the Company has opened 357 Dollar General stores and two Dollar General Markets and has closed 39 Dollar General stores.

About Dollar General

Dollar General is a Fortune 500[®] discount retailer with 7,020 neighborhood stores as of July 2, 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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