

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

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

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): March 4, 2004

Dollar General Corporation

(Exact Name of Registrant as Specified in Charter)

Table with 3 columns: State or Other Jurisdiction of Incorporation, Commission File Number, and I.R.S. Employer Identification No. Row 1: Tennessee, 001-11421, 61-0502302. Row 2: 100 Mission Ridge Goodlettsville, Tennessee, 37072.

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 March 4, 2004, Dollar General Corporation issued a news release regarding sales results and new store openings for the four-week period ended February 27, 2004, and announcing a conference call to be held to discuss the Company's fiscal 2003 earnings. 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: March 4, 2004

DOLLAR GENERAL CORPORATION

By: /s/ Susan S. Lanigan
Susan S. Lanigan
Senior Vice President, General Counsel and Corporate Secretary

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
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99	News release dated March 4, 2004.
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Investor Contact:
Emma Jo Kauffman
(615) 855-5525

Media Contact:
Andrea Ewin Turner
(615) 855-5209

DOLLAR GENERAL REPORTS INCREASED FEBRUARY SALES; OPENS 119 NEW STORES

GOODLETTSVILLE, Tenn. – March 4, 2004 – Dollar General Corporation (NYSE: DG) today reported total retail sales for the February four-week period ended February 27, 2004, equaled \$533.9 million compared with \$476.3 million last year, an increase of 12.1 percent. Same-store sales for the February period increased 3.8 percent compared with a 2.5 percent increase in the prior year February period. The average customer purchase in February was approximately \$8.50 compared to \$8.54 in the same period last year. Customer transactions in same-stores increased approximately 4.7 percent.

February 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	65%	64%	+5%
Seasonal	14%	14%	+3%
Home Products	12%	13%	-3%
Basic Clothing	9%	9%	+4%

New Store Openings

The Company opened 119 stores in the four-week period ended February 27, 2004. The 119 newest store locations include 15 in Alabama; one in Arkansas; six in Florida; five in Georgia; five in Illinois; three in Indiana; one in Iowa; 11 in Louisiana; six in Michigan; two in Mississippi; five in Missouri; 10 in North Carolina; one in Nebraska; three in New Mexico; nine in New York, eight in Ohio; one in Oklahoma; three in Pennsylvania; four in South Carolina; three in Tennessee; 10 in Texas; four in Virginia; one in Wisconsin; and two in West Virginia.

Earnings Conference Call Information

Dollar General is scheduled to announce earnings for the year ended January 30, 2004 on Monday, March 15, 2004. The Company will host a conference call on Monday, March 15, 2004, at 10 a.m. EST to discuss the year's results. The security code for the conference call is "Dollar General." If you wish to participate, please call (334) 260-2280 at least 10 minutes before the conference call is scheduled to begin. The call will also be broadcast live online at www.dollargeneral.com. A replay of the conference call will be available until 5 p.m. EST on Monday, March 29, online or by calling (334) 323-7226. The access code for the replay is 40954 and the pass code is 86362.

Dollar General is a Fortune 500[®] discount retailer with 6,817 neighborhood stores as of February 27, 2004. Dollar General stores offer convenience and value to customers, by offering consumable basics, 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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