

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 03/18/04 for the Period Ending 03/18/04

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 18, 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 18, 2004, Dollar General Corporation (the "Company") issued a news release announcing that Dollar General will make a presentation to the investment community at an upcoming conference. 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 18, 2004

DOLLAR GENERAL CORPORATION

By: /s/ Susan S. Lanigan
Susan S. Lanigan

EXHIBIT INDEX

Exhibit No.

Description

99

News release dated March 18, 2004

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

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

**DOLLAR GENERAL TO PRESENT AT MERRILL LYNCH
RETAILING LEADERS/HOUSEHOLD PRODUCTS & COSMETICS CONFERENCE**

GOODLETTSVILLE, Tenn. – March 18, 2004 – Dollar General Corporation (NYSE: DG) will make a presentation to the investment community at the 2004 Merrill Lynch Retailing Leaders/Household Products and Cosmetics Conference on Wednesday, March 24, 2004, beginning at 4 p.m. EST. A live webcast of this presentation and supporting slides can be accessed at 4 p.m. EST through the Company’s Web site at www.dollargeneral.com, in the “Investing” section at “Conference calls and Investor events.” The webcast will be available through April 7, 2004.

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.

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