

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 08/26/04 for the Period Ending 08/26/04

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

DOLLAR GENERAL CORP

FORM 8-K (Unscheduled Material Events)

Filed 8/26/2004 For Period Ending 8/26/2004

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

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): August 26, 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 7.01. REGULATION FD DISCLOSURE

On August 26, 2004, Dollar General Corporation issued a news release regarding an exclusive acceptance agreement with Discover Financial Services. The news release is attached hereto as Exhibit 99 and incorporated by reference as if fully set forth herein.

ITEM 9.01. 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.

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: August 26, 2004

DOLLAR GENERAL CORPORATION

By: /s/ Susan S. Lanigan

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

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
99	News release dated August 26, 2004

FOR IMMEDIATE RELEASE

CONTACTS:

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Discover Financial Services, Inc.
(224) 405-2347

Emma Jo Kauffman
Dollar General Corporation
(615) 855-5525

**DISCOVER ® CARD NOW EXCLUSIVELY ACCEPTED AT
DOLLAR GENERAL STORES**

Riverwoods, Illinois – August 26, 2004 – Discover Financial Services, a business unit of Morgan Stanley (NYSE:MWD), today announced that it has signed an exclusive acceptance agreement with Dollar General Corporation (NYSE:DG).

Discover® Card will be the only credit card accepted for payment at more than 5,500 Dollar General stores in 27 states and will be accepted at all of Dollar General's more than 7,000 stores chain wide. In the past, Dollar General accepted only cash and personal checks as forms of payment. Fifth Third Bank Processing Solutions has been selected as the electronic card processor for all electronic payments.

“Dollar General is a leader in the fixed price retailing industry and we are pleased that our Cardmembers will now be able to use their Discover Cards to take advantage of the terrific values offered by Dollar General,” said David Nelms, chairman and chief executive officer, Discover Financial Services, Inc. “We are very excited about this exclusive partnership, which will allow our Cardmembers to use their cards for everyday essentials.”

“Our partnership with Discover makes it possible for us to continue to provide convenience to our busy working families, while maintaining our low prices,” said David A. Perdue, chairman and chief executive officer, Dollar General Corporation. “We are excited to partner with Discover to offer our customers a payment option that is fast, convenient and rewarding.”

- more-

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About Discover Financial Services, Inc.

Discover Financial Services, Inc., a business unit of Morgan Stanley (NYSE:MWD), operates the Discover Card and the Discover Network for its more than 50 million Cardmembers. Discover Network is the largest independent credit card network in the United States with approximately 4 million merchant and cash access locations. For more information, visit www.discovercard.com.

About Dollar General Corporation

Dollar General is a Fortune 500® discount retailer with 7,079 neighborhood stores in thirty states as of July 30, 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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End of Filing

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