

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 05/04/06 for the Period Ending 05/04/06

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 5/4/2006 For Period Ending 5/4/2006

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

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UNITED STATES
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): May 4, 2006

Dollar General Corporation

(Exact name of registrant as specified in its charter)

Tennessee

(State or other jurisdiction
of incorporation)

001-11421

(Commission File Number)

61-0502302

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

100 Mission Ridge
Goodlettsville, Tennessee

(Address of principal executive offices)

37072

(Zip Code)

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

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

ITEM 7.01. REGULATION FD DISCLOSURE

On May 4, 2006, Dollar General Corporation issued the news release attached hereto as Exhibit 99 and incorporated by reference as if fully set forth herein, regarding sales results for the four-week and 13-week periods ended April 28, 2006, the planned conference call and webcast to discuss first quarter results, the planned webcast of the 2006 Annual Meeting of Shareholders, and other matters.

ITEM 9.01. FINANCIAL STATEMENTS AND EXHIBITS

- (a) Financial statements of businesses acquired. N/A
 - (b) Pro forma financial information. N/A
 - (c) Shell company transactions. N/A
 - (d) Exhibits. See Exhibit Index immediately following the signature page hereto.
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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 hereunto duly authorized.

Date: May 4, 2006

DOLLAR GENERAL CORPORATION

By: /s/ Susan S. Lanigan
Susan S. Lanigan
Executive Vice President and General Counsel

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
99	News release dated May 4, 2006.

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

Media Contact:
Tawn Earnest
(615) 855-5209

**DOLLAR GENERAL REPORTS APRIL SAME-STORE SALES UP 6.9%;
ANNOUNCES FIRST QUARTER CONFERENCE CALL AND WEB CAST OF ANNUAL MEETING OF
SHAREHOLDERS**

GOODLETTSVILLE, Tenn. – May 4, 2006 – Dollar General Corporation (NYSE: DG) today reported total retail sales for the April four-week period ended April 28, 2006, equaled \$697.0 million compared to \$613.5 million last year, an increase of 13.6 percent. For the April period, same-store sales increased 6.9 percent compared to an increase of 5.3 percent in the four-week period ended April 29, 2005. Sales in the 2006 April period were favorably impacted by the shift in the timing of Easter as well as heightened promotional activity, including an advertising circular prior to Easter. The sales increase for the period was driven by strong sales increases in food, including candy and snacks, seasonal merchandise, home cleaning products, paper products and pet supplies.

For the thirteen-week period ended April 28, 2006, Dollar General total retail sales increased 8.0 percent to \$2.14 billion from \$1.98 billion for the thirteen-week period ended April 29, 2005. Same-store sales for the thirteen-week period increased 1.4 percent.

The Company's gross margin for the first fiscal quarter of 2006 has been negatively impacted by the mix of sales which has been more heavily skewed toward lower margin highly consumables than anticipated. Sales in the higher margin home and apparel departments have been below the Company's projections for the quarter, while rising fuel costs have contributed to higher than anticipated transportation expenses. The Company's fiscal quarter ends on Friday, May 5, 2006.

Earnings Conference Call Information

Dollar General is scheduled to announce earnings for the first quarter on Thursday, June 1, 2006. The Company will host a conference call on Thursday, June 1, 2006, at 9:00 a.m. CDT/10:00 a.m. EDT to discuss the quarter's financial results. If you wish to participate, please call (334) 260-2280 at least 10 minutes before the conference call is scheduled to begin. The pass code for the conference call is "Dollar General". The call will also be broadcast live online at www.dollargeneral.com. A replay of the conference call will be available through Thursday, June 15, online or by calling (334) 323-7226. The pass code for the replay is 88796148.

Annual Meeting of Shareholders Web Cast Information

Dollar General also plans to Web cast its Annual Meeting of Shareholders on Wednesday, May 31, 2006 at 10:00 a.m. CDT/11:00 a.m. EDT. The Web cast will be available live on Dollar General's Web site at www.dollargeneral.com by clicking on the home page spotlight item with a replay available through June 13, 2006.

About Dollar General

Dollar General is a Fortune 500[®] discount retailer with 8,072 neighborhood stores as of April 28, 2006. 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, house wares 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.

The 2006 sales numbers are preliminary and unaudited. In addition, please note that the four-week April 2006 period referred to in this release is based on the four-week retail calendar month as determined by the National Retail Federation, which is widely used in the retail industry. The Company's fiscal calendar for 2006 does not coincide with the retail monthly calendar and, therefore, sales reported for the fiscal 2006 quarterly periods will differ from the sum of the months.

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