

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

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

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

Investor Contact:
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(615) 855-5525

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

**DOLLAR GENERAL REPORTS INCREASED MARCH SALES;
OPENS 66 NEW STORES**

GOODLETTSVILLE, Tenn. – April 8, 2004 – Dollar General Corporation (NYSE: DG) today reported total retail sales for the March five-week period ended April 2, 2004, equaled \$672.9 million compared with \$602.5 million last year, an increase of 11.7 percent. Same-store sales for the March period increased 3.2 percent compared with a 4.2 percent increase in the prior year March period. The average customer purchase in March was approximately \$8.40 compared to \$8.38 in the same period last year. Customer transactions in same-stores increased approximately 3.5 percent.

March 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	64%	63%	+4%
Seasonal	14%	15%	+1%
Home Products	13%	13%	+1%
Basic Clothing	9%	9%	+1%

For the nine-week period ended April 2, 2004, Dollar General total retail sales increased 11.9 percent to \$1.2 billion from \$1.1 billion for the nine-week period ended April 4, 2003. Same-store sales for the nine-week period increased 3.5 percent.

New Store Openings

The Company opened 66 stores in 26 states during the five-week period ended April 2, 2004. The 66 newest store locations include nine in Michigan; eight in New York; seven in Texas; six in North Carolina; four each in Florida and Georgia; three each in New Mexico and South Carolina; two each in Alabama, Iowa, Louisiana and Tennessee; and one each in Arkansas, Illinois, Indiana, Kansas, Kentucky, Maryland, Mississippi, Missouri, Ohio, Oklahoma, Pennsylvania, Virginia, West Virginia and Wisconsin. The Company closed nine stores during the period.

Dollar General is a Fortune 500[®] discount retailer with 6,874 neighborhood stores as of April 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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