

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 11/12/08 for the Period Ending 11/11/08

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

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): November 11, 2008

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 November 11, 2008, Dollar General Corporation (the “Company”) issued a news release announcing the hiring of a Division President and Chief Merchandising Officer effective December 1, 2008. The news release is attached hereto as Exhibit 99.

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: November 11, 2008

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 November 11, 2008.

FOR IMMEDIATE RELEASE

**DOLLAR GENERAL NAMES TODD J. VASOS
DIVISION PRESIDENT AND CHIEF MERCHANDISING OFFICER**

GOODLETTSVILLE, Tenn., November 11, 2008 – Dollar General has appointed veteran retail executive Todd J. Vasos to the role of division president and chief merchandising officer for its 8,300 store network.

Vasos, 47, will oversee merchandising, marketing and global sourcing for Dollar General starting December 1, and will report to CEO Rick Dreiling.

Vasos was the executive vice president and chief operating officer at Longs Drugs, based in Walnut Creek, Calif., where he was responsible for all pharmacy and front-end marketing, merchandising, procurement, supply chain, advertising, store development, store layout, store operations, loss prevention, store construction and the operation of three distribution centers. Prior to being named COO, Vasos served for seven years as Longs' senior vice president and chief merchandising officer. Vasos has also served in leadership positions at Eckerd Drug Corp. and Phar-Mor Food and Drug Inc.

“Todd Vasos has a record of leading successful teams and implementing innovative merchandising solutions,” said Rick Dreiling, Dollar General's chief executive officer. “He comes on board at an exciting time at Dollar General, and he joins a dynamic team. I look forward to working with Todd to reinforce Dollar General's leadership and its mission of serving others.”

About Dollar General

Dollar General is a leading discount retailer with more than 8,300 neighborhood stores. Dollar General helps shoppers Save Time. Save Money. Every Day.® by offering national branded items that are frequently used and replenished such as food, snacks, health and beauty aids, cleaning supplies, basic apparel, house wares and seasonal items at everyday low prices in convenient neighborhood stores. Dollar General is among the largest retailers of top-quality products made by America's most trusted manufacturers such as Procter & Gamble, Kimberly-Clark, PepsiCo, Coca-Cola, Unilever, Kellogg's, General Mills, Nabisco and Fruit of the Loom.

CONTACTS

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