

# DOLLAR GENERAL CORP

## **FORM 8-K** (Current report filing)

Filed 01/06/05 for the Period Ending 01/06/05

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): January 6, 2005

Dollar General Corporation

(Exact Name of Registrant as Specified in 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 January 6, 2005, Dollar General Corporation issued a news release regarding sales results for the five-week, nine-week and 48-week periods ended December 31, 2004, as well as new store openings and store closings. The news release is attached hereto as Exhibit 99 and incorporated by reference as if fully set forth herein.

**ITEM 9.01. FINANCIAL STATEMENTS AND EXHIBITS**

- (a) Financial Statements of businesses acquired. N/A
  - (b) Pro Forma Financial Information. N/A
  - (c) 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: January 6, 2005

**DOLLAR GENERAL CORPORATION**

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

## EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
99	News release dated January 6, 2005.

Investor Contact:  
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(615) 855-5525

Media Contact:  
Tawn Earnest  
(615) 855-5209

## **DOLLAR GENERAL REPORTS INCREASED DECEMBER SALES**

GOODLETTSVILLE, Tenn. – January 6, 2005 – Dollar General Corporation (NYSE: DG) today reported total retail sales for the five-week period ended December 31, 2004, equaled \$1.007 billion compared with \$911 million last year, an increase of 10.5 percent. Same-store sales for the December period increased 1.7 percent. The average customer purchase in December was approximately \$9.87 compared to \$9.69 in the same period last year. Customer transactions in same-stores increased approximately 0.5 percent.

December sales by major merchandise category were as follows:

	FY 2004 Percent of Sales	FY 2003 Percent of Sales	Est. Same-Store Sales Change
Highly Consumable	51%	50%	+5%
Seasonal	28%	27%	+1%
Home Products	11%	13%	-7%
Basic Clothing	10%	10%	-5%

For the nine weeks ended December 31, 2004, Dollar General total retail sales increased 11.0 percent to \$1.7 billion from \$1.5 billion in the same period a year ago. Same-store sales for the nine-week period increased 2.4 percent.

For the 48 weeks ended December 31, 2004, Dollar General total retail sales increased 11.3 percent to \$7.1 billion from \$6.4 billion in the same period a year ago. Same-store sales for the 48 weeks increased 3.0 percent.

### New Store Openings

The Company opened seven new stores and closed 10 stores during the period. Year-to-date, the Company opened 718 new stores and closed 97 stores.

### About Dollar General

Dollar General is a Fortune 500<sup>®</sup> discount retailer with 7,321 neighborhood stores as of December 31, 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](http://www.dollargeneral.com).

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