

# DOLLAR GENERAL CORP

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

Filed 10/07/04 for the Period Ending 10/07/04

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

**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): October 7, 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

(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 October 7, 2004, Dollar General Corporation issued a news release regarding sales results for the five- week, nine-week and 35-week periods ended October 1, 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.

## 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: October 7, 2004

**DOLLAR GENERAL CORPORATION**

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

## EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
99	News release dated October 7, 2004.

Financial and Media Contact:  
Emma Jo Kauffman  
(615) 855-5525

**DOLLAR GENERAL REPORTS INCREASED SEPTEMBER SALES;  
OPENS 83 NEW STORES**

GOODLETTSVILLE, Tenn. – October 7, 2004 – Dollar General Corporation (NYSE: DG) today reported total retail sales for the September five-week period ended October 1, 2004, equaled \$717.5 million compared with \$638.8 million last year, an increase of 12.3 percent. Same-store sales for the September period increased 4.2 percent. The average customer purchase in September was approximately \$8.49 compared to \$8.33 in the same period last year. Customer transactions in same-stores increased approximately 2.6 percent.

September 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	68%	65%	+9%
Seasonal	13%	13%	+3%
Home Products	11%	13%	-10%
Basic Clothing	8%	9%	-7%

For the nine weeks ended October 1, 2004, Dollar General total retail sales increased 11.7 percent to \$1.3 billion from \$1.2 billion in the same period a year ago. Same-store sales for the nine-week period increased 3.6 percent.

For the 35 weeks ended October 1, 2004, Dollar General total retail sales increased 11.4 percent to \$4.9 billion from \$4.4 billion in the same period a year ago. Same-store sales for the 35 weeks increased 3.3 percent.

New Store Openings

The Company opened 81 Dollar General stores and two Dollar General Markets during the five-week period ended October 1, 2004. The Company closed 20 Dollar General stores during the period. Year-to-date, the Company has opened 553 Dollar General stores and five Dollar General Markets and has closed 78 Dollar General stores, 14 of which were closed due to damage caused by hurricanes.

About Dollar General

Dollar General is a Fortune 500<sup>®</sup> discount retailer with 7,180 neighborhood stores as of October 1, 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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