

DILLARDS INC  
Form 8-K  
February 04, 2010  
**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): **February 4, 2010**

**Dillard's, Inc.**

(Exact Name of Registrant as Specified in its Charter)

**Delaware**

(State or Other Jurisdiction of Incorporation)

**1-6140**

(Commission File Number)

**71-0388071**

(I.R.S. Employer

Identification No.)

**1600 Cantrell Road**

**Little Rock, Arkansas**

(Address of Principal Executive Offices)

**72201**

(Zip Code)

**(501) 376-5200**

(Registrant's Telephone Number, Including Area Code)

**Not Applicable**

(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 (*see* General Instruction A.2. below):

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

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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))

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**Item 7.01**      **Regulation FD Disclosure.**

On February 4, 2010, the registrant issued a press release announcing sales for the four, thirteen and fifty-two weeks ended January 30, 2010. A copy of the press release is furnished as Exhibit 99.

**Item 9.01**      **Financial Statements and Exhibits**

99      Press Release dated February 4, 2010

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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.

DILLARD'S, INC.

DATED: *February 4, 2010* By: */s/ James I. Freeman*  
Name: James I. Freeman  
Title: Senior Vice President & Chief Financial Officer

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EXHIBIT INDEX

Exhibit No. Description

99 Press Release dated February 4, 2010