

DILLARDS INC  
Form 8-K  
August 18, 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): **August 17, 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 8.01**      **Other Events**

On August 17, 2010 the registrant issued a press release announcing that the Company's board had authorized a \$250 million share repurchase program and the issuance of a dividend payable on the Company's Class A and Class B Common Stock.

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

99      Press Release dated August 17, 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: August 17, 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 August 17, 2010