

Dollar General to Debut eCommerce Site

GOODLETTSVILLE, Tenn.--(BUSINESS WIRE)-- Dollar General Corp. (NYSE: DG) is reinforcing its leadership in convenience and value with the launch of its eCommerce channel at www.dollargeneral.com. The web site goes live Sept. 8.

"Dollar General is excited to meet the growing demand for online convenience and value," said Rick Dreiling, Dollar General's chairman and CEO. "We have streamlined the online shopping experience, giving customers what they need, as well as what they want, 24 hours a day, seven days a week, 365 days a year."

Dollar General's web store offers a wide assortment of name brand and private label merchandise, including health and beauty products, cleaning supplies, baby items, toys, holiday merchandise, home décor, stationery, snacks and much more. In the coming weeks, customers will also find unique items that are only available at dollargeneral.com and won't be found in stores.

Customers can stock up at www.dollargeneral.com and save. Much of the merchandise on the site will be available in single units or by the case.

Shopping at dollargeneral.com is quick and simple. Easy-to-navigate departments and robust product images and descriptions lend themselves to a speedy and fun shopping experience. Check-out is easy with a secure process that gives customers the choice to pay with credit cards, debit cards or PayPal. Packages will arrive quickly, with actual delivery times depending on the customer's location.

"At Dollar General, we are always looking for ways to meet our customers' needs," said Dreiling. "Launching an eCommerce site allows us to reach existing customers as well as customers who live outside our 35-state market area."

Customers should visit www.dollargeneral.com to check for specials and limited-time offers, and sign up for alerts to receive updates, coupons and special offers.

About Dollar General Corporation

Dollar General Corporation has been delivering value to shoppers for more than 70 years. Dollar General helps shoppers Save time. Save money. Every day!(R) by offering products that are frequently used and replenished, such as food, snacks, health and beauty aids, cleaning supplies, basic apparel, house wares and seasonal items at low everyday prices in convenient neighborhood locations. With more than 9,600 stores in 35 states, Dollar General has more retail locations than any retailer in America. In addition to high quality private brands, Dollar General sells products from America's most-trusted manufacturers such as Procter & Gamble, Kimberly-Clark, Unilever, Kellogg's, General Mills, Nabisco, Hanes, PepsiCo and Coca-Cola. Learn more about Dollar General at www.dollargeneral.com.

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