Dollar General Celebrates Thanksgiving Weekend with Special Deals

Limited-time offers begin Thanksgiving Day

GOODLETTSVILLE, Tenn., Nov 23, 2009 (BUSINESS WIRE) -- Dollar General (NYSE:DG) is offering customers a chance to break away from their turkeys on Thanksgiving Day and get a head-start on holiday bargains. Dollar General's three-day sale begins Thanksgiving Day at 7 a.m. The discount retailer's more than 8,700 stores will continue to offer limited-time specials through Saturday, Nov. 28.

"We know saving time and money is important to our customers, especially around the holidays," said Rick Dreiling, Dollar General's chairman and CEO. "We're pleased to offer our customers three days of special bargains to help them stretch their budgets even farther this holiday season."

Dollar General launches its holiday weekend specials with Thanksgiving Day-only deals. All Dollar General stores will be open from 7 a.m. - 6 p.m. on Thanksgiving Day. One-day-only bargains include:

- 100-count Christmas lights - $1
- Conair(R) Gel Grips(TM) hair dryer - $5
- As Seen on TV(R) Listen Up, Finishing Touch or Micro Touch - $5
- Emerson(R) MP3 2 GB player with video - $16
- DVD player - $20
- Jazz(R) digital camera - $25

Dollar General offers customers additional bargains that are available for three days only, starting on Thursday, Nov. 26 through Saturday, Nov. 28. Special offers include:

- Axe(R) gift sets - $8
- Jeff Gordon racing trike or Pretty Princess trike - $10
- Stand mixer with stainless steel bowl, deep fryer multi cooker, slider maker, electric griddle or 4-slice toaster oven - $15 each
- SimpleFlix(R) digital video camera - $25
- Playstation 2 Guitar Hero III(TM) Legends of Rock - $25

Dollar General is also offering shoppers a simple way to plan for the holidays with its holiday helper Web site at www.dollargeneral.com. The site offers a seasonal gift guide, party planning ideas, decorating tips and much more.

About Dollar General Corporation

Dollar General is the largest discount retailer in the United States by number of stores with more than 8,700 neighborhood stores in 35 states. Dollar General helps shoppers Save time. Save money. Every day!(R) by offering quality private and national branded items that are frequently used and replenished, such as food, snacks, health and beauty aids, cleaning supplies, basic apparel, house wares and seasonal items at everyday low prices in convenient neighborhood stores. Dollar General is among the largest retailers of top-quality products made by America's most trusted manufacturers such as Procter & Gamble, Kimberly-Clark, Unilever, Kellogg's, General Mills, Nabisco, Fruit of the Loom, PepsiCo and Coca-Cola. The Company store support center is located in Goodlettsville, Tennessee. Dollar General's Web site can be reached at www.dollargeneral.com.

SOURCE: Dollar General Corporation

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