Dollar General Tops Clearance Prices with Additional 50% Discount

Retailer offers additional 50% discount on clearance items that are already 50%-off regular prices

GOODLETTSVILLE, Tenn.--(BUSINESS WIRE)-- After-holiday shoppers will find extra savings at Dollar General (NYSE:DG) over the next couple of weeks as the retailer offers an additional 50 percent discount on seasonal items that have already been marked 50 percent off of regular prices.

"The savings at Dollar General just got better," said Todd Vasos, chief merchandising officer. "We're giving shoppers a great opportunity to stock up on hot holiday items while supplies last."

Starting today, the extra savings apply to all holiday ornaments, wreaths, garland, outdoor décor, candles, flowers, serve ware, dinnerware, giftware, tableware, kitchen towels and door mats. In addition, Dollar General's selection of Wii-compatible accessories are discounted 50 percent and women's fall and winter apparel is discounted 25-33 percent.

More deals and details are available in-store at Dollar General's 9,200 locations. The sale ends January 17.

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!® 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 9,200 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 and get coupons at www.dollargeneral.com.

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