

## **Dollar General to Announce Grand Ole Opry Sponsorship and Reveal Big Stage Sweepstakes**

**NASHVILLE, Tenn. (June 8, 2009)** - Goodlettsville, Tenn.-based Dollar General Corp. will announce its sponsorship of the Grand Ole Opry on stage Tuesday, June 9 during the 8 p.m. segment. Separately, country music star Trace Adkins will be on hand to help announce an exciting sweepstakes launching soon in all Dollar General stores.

"Many of Dollar General's customers enjoy listening to the Opry, and supporting this country music tradition is an exciting opportunity for us to reach our customers," said Rick Dreiling, Dollar General's chairman and CEO. "We're also thrilled to work with Trace Adkins and the Opry to offer a special Opry experience for the winner of our Big Stage Sweepstakes."

Adkins, who will serve as the face of Dollar General's Big Stage Sweepstakes, will announce the sweepstakes during his Opry performance June 9. The sweepstakes launches June 28 and runs through Oct. 1, 2009. Dollar General will award more than 2,000 exciting prizes, including a grand prize trip to Nashville to meet Adkins and watch him perform live on the Opry plus \$50,000 cash.

"We are pleased to welcome one of the country's largest, most successful retailers as an Opry Partner Sponsor," said Steve Buchanan, Gaylord Entertainment senior vice president. "We look forward to a robust relationship that allows us both to extend our reach and presence across the country."

As part of its sponsorship, Dollar General will become an integrated part of the Opry with advertising on Opry performances as well as brand association in Opry print, radio and television advertising as well as on the Opry's Web site.

Executives from the companies will formally announce the sponsorship on the Opry stage June 9 during Adkins' performance. Other featured performers at the Opry that night include Charlie Daniels Band, Little Big Town, Carrie Underwood and more.

Dollar General will join US Bank, Bass Pro Shops and Humana as an official Opry Partner Sponsor. Cracker Barrel Old Country Store® was named the Opry's first-ever Presenting Sponsor in Oct. 2004. Martha White, which celebrated a 60-year association with the Opry in 2008, continues to partner with the Opry as a radio broadcast advertiser, through sponsorships of Opry events, and in numerous other arenas.

### **About Dollar General Corporation**

Dollar General is the largest discount retailer in the United States by number of stores with 8,462 neighborhood stores as of May 1, 2009, located in 35 states. Dollar General helps shoppers Save time. Save money. Every day!® 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, and Fruit of the Loom. The Company store support center is located in Goodlettsville, Tennessee. Dollar General's Web site can be reached at [www.dollargeneral.com](http://www.dollargeneral.com).

### **About the Grand Ole Opry**

The Grand Ole Opry presents the best in country music live every week from Nashville, Tenn. A uniquely American experience for more than 80 years, the Opry can be heard on 650 WSM-AM, SIRIUS XM Satellite Radio, and opry.com. The syndicated weekly program, America's Opry Weekend, airs on country radio stations across America and on the Armed Forces Radio Network, and Opry Live airs each weekend on Great American Country (GAC). The Grand Ole Opry is owned by Gaylord Entertainment (NYSE: GET), a Nashville-based hospitality and entertainment company that also owns and operates Gaylord Hotels. For more information, visit [opry.com](http://opry.com) or [www.gaylordentertainment.com](http://www.gaylordentertainment.com)

### **About Trace Adkins**

Trace Adkins is a multi-faceted entertainer who has achieved unprecedented success as a performer, musician, author and actor. Since selling his multi-platinum debut album more than a decade ago, he has evolved into a bona fide country music superstar who has clearly earned his place among the most identifiable and important artists of his generation. An esteemed member of the Grand Ole Opry since 2003, Trace has built a solid career and a strong fan base by recording songs that possess insightful lyrics and cover a wide range of interests --many from his own life experiences. He consistently sells out concerts, performing more than one hundred shows each year, performing to millions of fans worldwide. Twenty-six of his singles have hit the Billboard country charts, with 14 of them breaking into the Top 10. His albums have achieved Gold or Multi-Platinum status including three, which made their entry at #1 on the Country Album Charts. For more information, visit

[www.traceadkins.com](http://www.traceadkins.com)

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