

**DOLLAR GENERAL**

## **Dollar General Partners With NASCAR To Give Customers the Chance To "Race in to Win" \$250,000 And Free Gas for a Year**

*Ten winners will receive trip to Las Vegas to attend NASCAR Sprint Cup Series Champion's Week*

GOODLETTSVILLE, Tenn.--(BUSINESS WIRE)-- Dollar General, an Official Partner of the Chase for the NASCAR Sprint Cup™, is offering customers the chance to win more than 9,000 prizes including free gas for a year, a trip to Las Vegas and \$250,000. The Dollar General "Race in to Win" sweepstakes officially launches Aug. 28 and runs through November 12, 2011. It is the first-ever national retail program around the Chase, NASCAR's version of the playoffs. NASCAR superstar Dale Earnhardt Jr. is helping to deliver the message to millions of Dollar General customers and bring the program to life in stores, online and on national radio.

"Dollar General customers rely on us for convenience and value every day," said Rick Dreiling, Dollar General's chairman and CEO. "As we near the holidays, the 'Race in to Win' sweepstakes will add some fun and excitement to our customers' shopping experience, while providing a little extra cash to some lucky winners."

Through the "Race in to Win" sweepstakes, 10 first prize winners will receive a trip for two to Las Vegas for NASCAR Sprint Cup Series Champion's Week™, free gas for a year and a chance to win the grand prize of \$250,000. The grand prize winner will be chosen from among the 10 finalists in Las Vegas.

"I'm proud to be a part of this exciting Dollar General sweepstakes," said Dale Earnhardt Jr. "It's a great time of year for NASCAR drivers as well as Dollar General customers. There are many great prizes for fans, so this is a great time to be shopping at Dollar General."

Customers can also instantly win one of thousands of Visa® prepaid cards.

To enter the "Race in to Win" sweepstakes, customers may purchase qualifying products at Dollar General during the sweepstakes period, then visit [www.dollargeneral.com](http://www.dollargeneral.com) or call 1-800-813-5738 to enter required information from their purchase receipts. There is no purchase necessary to enter or win. For complete sweepstakes details and rules visit [www.dollargeneral.com](http://www.dollargeneral.com).

"NASCAR fans are among the most brand-loyal fans in all of sports and so many of them enjoy shopping at Dollar General, where they can find their favorite products at low everyday prices," said Steve Phelps, NASCAR Chief Marketing Officer. "We've found the NASCAR bar mark is a key differentiator at retail in terms of purchasing behavior and we couldn't think of a better partner than Dollar General to deliver the first-ever Chase-themed retail program."

### **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 9,600 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](http://www.dollargeneral.com).

### **About NASCAR**

The National Association for Stock Car Auto Racing, Inc. (NASCAR) is the sanctioning body for one of North America's premier sports. NASCAR races are broadcast in more than 150 countries and in 20 languages. In the U.S., races are broadcast on FOX, TNT, ABC/ESPN/ESPN2, SPEED and SiriusXM Satellite Radio. NASCAR fans are among the most brand loyal in all of sports, and as a result more Fortune 100 companies participate in NASCAR than any other sport. NASCAR consists of three national series (the NASCAR Sprint Cup Series, NASCAR Nationwide Series, and NASCAR Camping World Truck Series), four regional series, and one local grassroots series, as well as two international series. Also part of NASCAR is Grand-Am Road Racing, known for its competition on road courses with multiple classes of cars. NASCAR sanctions more than 1,200 races at 100 tracks in more than 30 U.S. states, Canada and Mexico. Based in Daytona Beach, Fla., NASCAR has offices in eight cities across North America. The next NASCAR Sprint Cup Series race, the AdvoCare 500 in Atlanta, will air Sept. 4 on ESPN at 7:30

p.m. ET. For more information and a complete schedule, visit [www.nascar.com](http://www.nascar.com). Follow NASCAR on [www.facebook.com/NASCAR](https://www.facebook.com/NASCAR) or on Twitter: @NASCAR.

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