

Dollar General Makes Holiday Planning Easy

Plan and Shop for the holidays now at Dollar General

GOODLETTSVILLE, Tenn., Oct 08, 2010 (BUSINESS WIRE) -- Dollar General is making it easy for shoppers to get a head-start on preparing for the holidays. Dollar General stores are now brimming with holiday goodies, gifts, home décor and a variety of merchandise to make the holidays bright.

"Customers will be excited about the assortment of merchandise filling our shelves this holiday season," said Rick Dreiling, Dollar General's chairman and CEO. "We believe customers will enjoy shopping with us throughout the holidays for everything on their list. And, by getting an early start to the season, we hope to make it easier for customers to plan ahead and manage their holiday budget."

Dollar General's team of holiday experts has been working year-round to bring customers the best merchandise at the greatest value this holiday season. Customers will find the gifts, holiday décor, gift wrap and ingredients they need, all in one location at Dollar General. The discount retailer is making the holidays simple and affordable for everyone. Here are a few examples of what shoppers will find at Dollar General for the holidays.

Home for the Holidays

Get ready for the holidays with Dollar General's wide assortment of home décor, Christmas tree decorations and lighting. Find Christmas ornaments for every style of tree, starting at \$1. Choose from a variety of ornaments including traditional, inspirational, retro toys, as well as Dollar General's exclusive ornament collections, Through the Woods and Sweet Treats.

Deck the halls with stockings for only \$2 - \$3 or build a holiday village with a variety of lighted Christmas Village pieces for only \$5 each. And, don't forget lights for brightening banisters, mantels, decorative wreaths and the Christmas tree. Dollar General offers an assortment of lights, starting at \$1.50.

Toys for Less

Dollar General is the place to fill kids' wish lists without breaking the bank. More than 350 toys are priced at \$5 or less. Some favorites this year include Batman^(R) character figures, Barbie^(R) mini-pet sets, Disney Princess^(R) art set, Hot Wheels^(R) truck, Cars^(R) tire match game and handheld LCD games. Shoppers will find an expanded holiday toy section featuring toys for children of all ages, including art, games, puzzles, activity sets, plush animals, licensed toys and much more.

Gifts for Everyone

Give family and friends gifts that they won't only love, but will use frequently. Jeans are always popular, and Dollar General's revamped bobbie brooks^(R) jeans for women and Open Trails^(R) jeans for men will quickly become favorites. bobbie brooks^(R) jeans start at only \$12 and Open Trails^(R) jeans start at only \$10. Dollar General also offers a wide selection of jewelry and accessories, starting at \$3.

Give the gift of warmth and comfort with Dollar General's line of slippers, which start at \$3, and pajamas, starting at \$10. Sleepwear and slippers are available for men, women and kids.

Bake something special

Find all the ingredients needed for holiday baking and cooking at Dollar General. The discount retailer has expanded its food aisles to help shoppers save time and money on cooking and baking. Shoppers will save even more this holiday season by trying Clover Valley, Dollar General's high-quality, private brand of food and beverages.

Learn more about Dollar General at www.dollargeneral.com.

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 9,000 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.

SOURCE: Dollar General Corporation

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