Dollar General Offers 10 Percent Discount on Volume Toy Purchases

GOODLETTSVILLE, Tenn., Nov 25, 2009 (BUSINESS WIRE) -- 'Tis the season for giving, and Dollar General (NYSE: DG) is helping organizations give more this holiday season by offering a discount on bulk toy purchases. Dollar General is giving customers a 10 percent discount on toy purchases of $250 or more.

The 10 percent volume toy discount was developed to assist organizations with their holiday toy drives. As a longtime supporter of local toy drives, Dollar General stores will be hosting in-store toy drives to benefit children in the local community.

"We commend the charitable organizations that are helping others this holiday season," said Todd Vasos, Dollar General's division president and chief merchandising officer. "Toy drives are important in providing a joyous holiday to children in need. We hope this toy discount will help organizations stretch their dollars farther, helping more children have a happy holiday."

Dollar General customers who spend $250 or more on toys, not including tax, will receive a 10 percent discount. The volume discount offer applies to all toys. Electronics, such as DVDs and MP3 players, are excluded. The discount is good through December 24, 2009 at all Dollar General stores.

Dollar General's toy department is overflowing with a variety of inexpensive and exciting toys for children of all ages. More than 200 toys are priced at $5 or less, including 75 toys priced at $1 or less.

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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