

Dollar General Supports First Lady Michelle Obama's Joining Forces Initiative

GOODLETTSVILLE, Tenn.--(BUSINESS WIRE)-- Dollar General Corp. (NYSE: DG) today announced that it is supporting the White House's Joining Forces initiative, which promotes private sector employment for members of the military community.

This commitment is a continuation of the company's efforts to extend job opportunities to those who have served or are serving our country. In 2011 alone, Dollar General hired more than 3,500 veterans, guardsmen and reservists. The company's coast-to-coast network of 10,000 stores and 11 distribution centers provides a career path to begin and grow their careers.

"Dollar General will continue to hire from the military community as we expand our company by 625 stores and 6,000 jobs this year," said Bob Ravener, executive vice president and chief people officer at Dollar General. "We appreciate the attributes members of the military community bring to Dollar General, which mirror our focus on serving others."

The company's extensive network of stores and distribution centers offers flexible career opportunities. For example, a military spouse or guardsman who works for Dollar General would be given consideration to move to another store when transferring to a different military base.

"We very much appreciate Dollar General's continued commitment to veteran employment. With America hiring once again, Dollar General's efforts will make a significant and meaningful impact on our nation's veterans and their families," said Brad Cooper, executive director of Joining Forces.

The Joining Forces commitment comes on the heels of several successful job fairs hosted by Dollar General in collaboration with the California National Guard and ESGR in the central valley earlier this year. More military job fairs are being planned throughout California, and in other states where Dollar General has a presence.

"Dollar General, a true employer patriot, has a storied history of extraordinary support for our national guardsmen and reservists," said James Rebholz, national chairman of the Employer Support of the Guard and Reserve. "In 2010, the secretary of defense recognized Dollar General's outstanding contributions by presenting them with the Freedom Award, the highest award our nation can bestow on an employer, for their unselfish efforts. We salute Dollar General's unwavering and strong commitment to support our servicemen and women across the nation with its support of initiatives like Joining Forces."

Maj. Gen. David S. Baldwin, adjutant general-California National Guard, said, "Dollar General has been in California for a very short time, yet it has made a substantial impact on the lives of the California guardsmen, reservists and their spouses by proactively seeking members of the military community to staff their stores and distribution center here. We are thankful for their support."

Dollar General is the winner of the 2011 Military Officers Association of America Distinguished Service Award and was recognized in GI Jobs magazine's list of Most Military Friendly Employers.

The job opportunities for the military community are a mix of vacancies and new jobs to support Dollar General's rapid store growth. Including jobs planned for 2012, Dollar General will have created more than 20,000 net new jobs since 2009. For more information on careers at Dollar General, visit 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 10,000 stores in 39 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.

Forward-Looking Statements

This press release contains forward-looking information regarding the Company's job creation expectations and store growth plans. All forward-looking information should be evaluated in the context of the risks, uncertainties and other factors that may

cause actual results to differ materially from that expressed or implied by these forward-looking statements, including but not limited to: the availability of attractive store locations; the absence of occupancy delays; the ability to negotiate favorable lease terms; the ability to hire and train new personnel, especially store managers; the ability to identify customer demand in different geographic areas; general economic conditions; the availability of sufficient funds for expansion; financial and capital market conditions; natural disasters; competition; and other risks. Many of these factors are beyond the Company's control. The Company discusses certain of these factors more fully in its filings with the Securities and Exchange Commission ("SEC"), including its Annual Report on Form 10-K, filed with the SEC on March 22, 2012.

Forward-looking statements speak only as of the date made. The Company undertakes no obligation to update any forward-looking statements to reflect events or circumstances arising after the date on which they were made. As a result of these risks and uncertainties, readers are cautioned not to place undue reliance on any forward-looking statements included herein.

Dollar General Corp.

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