

Dollar General Features Nearly 200 Holiday Toys Priced at \$5 or Less

GOODLETTSVILLE, Tenn., Nov 06, 2009 (BUSINESS WIRE) -- Dollar General's toy department is overflowing this holiday season with hot toys and cool bargains, with nearly 200 items priced for sale at \$5 or less, including 75 toys that priced at \$1 or less.

The discount retailers' toy aisles are filled with name brand toys, including Hasbro(TM), Mattel Inc., Fisher-Price(R) and Playskool(TM), in addition to licensed toys from Disney, Barbie(R), Toy Story(TM), Twilight(TM), Dora the Explorer(TM), Littlest Pet Shop(TM), NASCAR© and Hot Wheels(R).

"No holiday is complete without toys for the children on your list, and Dollar General is making it easy for our customers to fulfill those wishes with our expanded holiday toy department," said Todd Vasos, Dollar General's chief merchandising officer. "We're excited by the variety of toys and great bargains that our customers will find this season. From Power Rangers(TM) to Barbie (R) dolls to MP4 players, we've got something for every child and every budget."

Shoppers can expect to find toys and stocking stuffers that start at as little as \$1, as well as some of the hot toys kids want such as an MP4 player with video for \$25. Here are a few examples of what customers will find on Dollar General's toy shelves:

\$1 or less:

- Matchbox(TM) and Hot Wheel(R) Die Cast Cars
- Mad Lab Wonder Dough and Mad Lab Silly Sludge

\$5 or less:

- Cars(TM) Tire Game
- Wrestling Play Set
- Littlest Pet Shop(TM) Figures
- CAT(R) truck Mini Machine Vehicles (4 pack)
- CAT(R) truck Mini Collection

\$10 or less:

- Power Ranger(TM) Mini Set
- CAT(R) Remote Control Truck
- Toy Story(TM), Cars(TM), Disney Princess(TM) and Dora(TM) Activity Trays
- Littlest Pet Shop(TM) Gift Set
- Dora the Explorer(TM) Adventure Pack

\$25 or less:

- Toy Story(TM) Activity Table
- CAT(R) Crew Leader Playset
- Mickey Mouse(TM) Erasable Activity Table
- Littlest Pet Shop(TM) Clinic
- Barbie(R) Fashion Doll
- NASCAR© Dale Earnhardt Jr. Racing Set

About Dollar General Corporation

Dollar General is the largest discount retailer in the United States by number of stores with 8,700 neighborhood stores located 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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