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## Dollar General Honored by Coca-Cola Customer Veterans Day Award

*Major Discount Retailer Recognized as the First Retail Recipient*

GOODLETTSVILLE, Tenn.--(BUSINESS WIRE)-- The Coca-Cola Company (NYSE: KO) plans to formally recognize Dollar General (NYSE: DG) with its President's Veterans Recognition Award at a special event at its world headquarters in Atlanta on Friday, November 10, 2017. As the 2017 recipient, Dollar General is the first retailer ever to be bestowed with the honor, which recognizes the company's outstanding engagement and outreach with the military community.

"Dollar General is humbled by this prestigious recognition of our ongoing work with the military and veteran communities," said Larry Gatta, Dollar General's senior vice president and general merchandise manager. "As a company dedicated to our mission of **Serving Others**, we continually strive to support and show appreciation to the men and women who have served and continue to serve our country. We appreciate Coca-Cola's partnership in recognizing our efforts as we continue to be grateful and thankful for the sacrifices made by our military communities and their families."

Presented by Sandy Douglas, President of Coca-Cola North America, the award recognizes a customer who shows exemplary support for the U.S. Armed Forces, its veterans and families.

Dollar General's engagement with the military community includes exclusive discounts to active military, veterans and their immediate family members, outreach with the military communities through its military employee resource group, founding of the *Paychecks for Patriots* program, which supports service members' transition to civilian life through meaningful employment opportunities, and more. The Company also collaborated with Coca-Cola in 2017 to debut its exclusive Share a Coke® patriotic can series honoring service members, veterans and their families.

"On behalf of everyone at Coca-Cola, we are proud to recognize our longstanding customer Dollar General for their commitment to veterans, members of the U.S. military and their families across the country," said Douglas. "Dollar General exemplifies the gold standard in honoring and celebrating our nation's servicemen and women, and we salute them as a Coca-Cola President's Veterans Recognition Award recipient."

As part of Coca-Cola's annual Veterans Day employee celebration, which will be centered around the theme of *Honoring Military Women and Families* this year, Dollar General also plans to present the USO of Georgia with a \$10,000 donation.

For additional information, photographs or items to supplement a story, please visit the [DG Newsroom](#), contact the Media Relations Department at 1-877-944-DGPR (3477) or via email at [dgpr@dg.com](mailto:dgpr@dg.com).

### **About Dollar General Corporation**

Dollar General Corporation has been delivering value to shoppers for over 75 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, housewares and seasonal items at everyday low prices in convenient neighborhood locations. Dollar General operated 14,000 stores in 44 states as of August 19, 2017. In addition to high quality private brands, Dollar General sells products from America's most-trusted brands such as Clorox, Energizer, Procter & Gamble, Hanes, Coca-Cola, Mars, Unilever, Nestle, Kimberly-Clark, Kellogg's, General Mills, and PepsiCo.

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Dollar General Corporation  
Crystal Ghassemi, 615-855-5210  
or  
Dollar General Public Relations  
Media Hotline: 1-877-944-DGPR (3477)  
[dgpr@dollargeneral.com](mailto:dgpr@dollargeneral.com)

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