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Dollar General Announces Call for New Vendors

Company holds inaugural innovation and supplier diversity summit;

Encourages new vendors to apply to partner with major discount retailer

GOODLETTSVILLE, Tenn.--(BUSINESS WIRE)-- Suppliers, companies and manufacturers with exciting new products who want to reach millions of consumers and partner with one of America's fastest-growing retailers that is currently listed #128 on the *Fortune* 500 list and posted \$22 billion in FY 2016 sales, listen up!

Dollar General (NYSE: DG) is encouraging new suppliers and those who have not sold products to the Company within the past 18 months to apply to attend its inaugural Innovation and Supplier Diversity Summit in April 2018. The event aims to pair potential new vendors with respective Dollar General buyers and category managers. Suppliers must sell items in at least one of the following categories to be eligible to attend:

- | Beauty, Personal Care and Over-the-Counter/Wellness
- | General Merchandise/All Non-Food
- | Grocery.

"As part of Dollar General's continual commitment to provide quality products at everyday low prices to our diverse consumer base, we are thrilled to announce our first Innovation and Supplier Diversity Summit scheduled for this spring," said Jason Reiser, Dollar General's executive vice president and chief merchandising officer. "Having the right products to best meet our customers' needs is a foundational cornerstone at Dollar General. As such, we look forward to meeting with potential new vendors, learning about relevant products for our customers and expanding the number of unique and specialized offerings available in our stores."

To apply, interested suppliers, companies and manufacturers may submit their product information at www.rangeme.com/dollargeneral from Tuesday, January 30 through end of day on Tuesday, February 20, 2018. Selected companies will be subject to a \$500 participation fee and notified via email by Efficient Collaborative Retail Marketing (ECRM) of the time, date and location of their meeting with a member of the Dollar General merchandising team.

For additional information, photographs or items to supplement a story, please contact the Media Relations Department at 1-877-944-DGPR (3477) or via email at dgpr@dollargeneral.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 14,321 stores in 44 states as of November 3, 2017. In addition to high quality private brands, Dollar General sells products from America's most-trusted manufacturers such as Clorox, Energizer, Procter & Gamble, Hanes, Coca-Cola, Mars, Unilever, Nestle, Kimberly-Clark, Kellogg's, General Mills, and PepsiCo. For more information on Dollar General, please visit www.dollargeneral.com.

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