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Dollar General to Serve as Official Discount Retail and Exclusive Tailgate Tour Sponsor for the Big 12 Conference

GOODLETTSVILLE, Tenn.--(BUSINESS WIRE)-- Dollar General (NYSE: DG) is excited to partner with the Big 12 Conference and ESPN Events to serve as the Official Discount Retail Sponsor for the Big 12 Conference for the 2017-2018 academic year. Additionally, the major discount retailer will serve as the Conference's Official Homegating and Tailgating Headquarters and exclusive sponsor of the Dollar General Big 12 Championship Tour, which plans to host events at each of the 10 Big 12 Conference collegiate campuses during the 2017 fall football season.

"Given our understanding of how college sports resonate with our shoppers, Dollar General is excited to partner with the Big 12 Conference and ESPN Events to serve as the Conference's Official Discount Retail Sponsor. We are excited to bring the first-ever Tailgate Tour to campuses across the conference this fall," said Jason Reiser, Dollar General's executive vice president and chief merchandising officer. "We look forward to engaging current and future Dollar General customers alike with the wide assortment of items available to enjoy every matchup this year. With more than 14,000 stores, many of which are near the Big 12 universities, it's certainly going to be an electrifying and fun year in Big 12 homegating and tailgating celebrations."

The Dollar General Big 12 Championship Tour will visit a Big 12 Conference football game each week beginning on Saturday, September 16. Each week's Tour stop is scheduled to include a former Big 12 Conference player to meet customers and sign autographs, a celebrity grill master, tailgate games, giveaways and prizes and the opportunity to see the new Big 12 Football Championship trophy. Festivities are in partnership with major Dollar General vendor partners and brands including Pringles®, Cheez-It® crackers, DiGiorno® pizza, Bounty® paper towels, Reese's® chocolate, Dixie® paper products and Kingsford® charcoal.

The tour is also scheduled to be part of festivities during the 2017 Big 12 Football Championship Game in Arlington, Texas on December 2, the 2017 Texas Bowl in Houston on December 27, the Big 12 Men's Basketball Championship in Kansas City in March 2018 and the Big 12 Baseball Championship in Oklahoma City in May 2018. The full schedule is listed below.

- | Saturday, September 16 - Oklahoma (Tulane)
- | Saturday, September 23 - Oklahoma State (TCU)
- | Saturday, September 30 - Kansas State (Baylor)
- | Saturday, October 7 - Kansas (Texas Tech)
- | Saturday, October 14 - Iowa State (Kansas)
- | Saturday, October 21 - TCU (Kansas)
- | Saturday, October 28 - Baylor (Texas)
- | Saturday, November 4 - Texas Tech (Kansas State)
- | Saturday, November 11 - Texas (Kansas)
- | Saturday, November 18 - West Virginia (Texas)
- | Saturday, December 2 - Big 12 Championship Game in Arlington
- | Wednesday, December 27 - Texas Bowl in Houston
- | Big XII MBB Tournament, March 7-10, 2018 in Kansas City
- | Big XII Baseball Championship - May 23-27, 2018 in Oklahoma City

"The Big 12 appreciates the association with Dollar General," said Big 12 Conference Commissioner Bob Bowlsby. "The Championship Tour provides a unique opportunity to build upon the game-day energy at each of our campuses to promote the return of our football championship game - the only conference championship game that guarantees a matchup featuring its top two teams."

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.

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, clothing for the family, housewares and seasonal items at low everyday 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 Procter & Gamble, Kimberly-Clark, Unilever, Kellogg's, General Mills, Nabisco, Hanes, PepsiCo and Coca-Cola. Learn more about Dollar General at www.dollargeneral.com.

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About Big 12 Conference

The Big 12 Conference is comprised of 10 Universities - Baylor, Iowa State, Kansas, Kansas State, Oklahoma, Oklahoma State, TCU, Texas, Texas Tech and West Virginia. The Big 12 is an NCAA Division I intercollegiate athletics conference that encompasses five states with over 38 million people within its geographic footprint. In its 21st year, the Conference has produced over 600 Academic All-America selections and claimed national championship team titles in 17 of its 23 sponsored sports. Its student-athletes and teams have combined for 645 individual NCAA titles and 58 team national championships. Nearly 5,000 student-athletes from across the United States and around the World compete annually under the Big 12 banner. For more information, visit Big12Sports.com and follow the Conference on Facebook ([Facebook.com/Big12](https://www.facebook.com/Big12)) and Twitter ([@Big12Conference](https://twitter.com/Big12Conference)).

About ESPN Events

[ESPN Events](#), a division of ESPN, owns and operates a large portfolio of 31 collegiate sporting events worldwide. The roster includes three Labor Day weekend college football games; FCS opening-weekend game; 14 college bowl games, 11 college basketball events and two college award shows, which accounts for approximately 300-plus hours of programming, reaches almost 64 million viewers and attracts over 700,000 attendees each year. With satellite offices in Albuquerque, Birmingham, Boca Raton, Boise, Dallas-Fort Worth, Honolulu, Las Vegas, Montgomery and St. Petersburg, ESPN Events builds relationships with conferences, schools and local communities, as well as providing unique experiences for teams and fans. ESPN Events also manages the Big 12 Corporate Partner Program.

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Dollar General Corporation
Crystal Ghassemi, 1-877-944-DGPR (3477)
dgpr@dollargeneral.com

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