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Dollar General Announces Holiday 2017 Initiatives

GOODLETTSVILLE, Tenn.--(BUSINESS WIRE)-- This holiday season, Dollar General (NYSE: DG) is decking the halls and all of its aisles in more than 14,000 retail locations with savings and everyday low prices on thousands of items, all designed to help customers celebrate affordably and in style. Throughout the season, customers can find an exciting assortment of items including home décor in trendy themes, gifts for family and friends, items for delicious meals and treats, fashionable apparel for winter weather and much more.

"Our strategy this season remains consistent with our ongoing commitment to provide our customers with value and convenience with another exceptional year of holiday merchandise," said Jason Reiser, Dollar General's executive vice president and chief merchandising officer. "During the next few weeks of holiday preparations and excitement, Dollar General looks forward to welcoming customers to our stores to help them celebrate."

Store Hours of Operation

As part of Company's commitment to making holiday shopping convenient this season, customers may find store hours for their local Dollar General on the store locator [here](#). Stores are also scheduled to be open from 7 a.m. to 10 p.m. on Thanksgiving Day, during normal business hours on Black Friday, from 7 a.m. to 11 p.m. on December 22 and 23 and from 7 a.m. to 10 p.m. on Christmas Eve. Dollar General stores will be closed on Christmas Day.

Digital Deals

Customers can take advantage of up to approximately \$200 in additional holiday savings this season with easy-to-use digital offers and coupons. New subscribers to Dollar General's Digital Coupon platform can receive \$1 off their first \$1 or more in-store purchase. To access or subscribe to Dollar General's digital coupons, customers may visit www.dollargeneral.com/coupons or click on "digital coupons" in the DG mobile app for smartphones.

Dollar General's ecommerce site is also getting in the holiday spirit to make shopping even more convenient with exclusive savings and specials this holiday! Customers can take advantage of exclusive online-only sales, free shipping offers and more, all from the comfort of home or while on the go. Customers may sign up [here](#) to receive Dollar General communications on new sales and fun products or visit www.dollargeneral.com throughout the season.

Getting the Home Ready for the Holidays

Visit the Dollar General holiday site [here](#) for decoration inspiration on tree and home holiday decoration ideas, easy holiday tablescapes, health and beauty needs, fashionably warm apparel options, gift ideas and even New Year celebrations.

Holiday décor from Dollar General is sure to impress family, friends and certainly Santa Claus this year. With the tree often the focal point of holiday décor, customers can enjoy \$1 ornaments in vibrant reds, golds, champagnes, silvers and multi-colored themes, bright and beautiful lights, complementary garlands and festive tree toppers. Dollar General carries a number of trees, too.

Make the gifts under the tree look just as beautiful with trendy and seasonal gift wrapping options. Gifts will look their very best with Dollar General's assortment of gift wrap, gift bags, bows, boxes and more, all of which are affordable and available in matching color schemes. Combined with stockings for Santa to fill, mantel décor is also available with garland and the scents of the season, which are more affordable than ever with [trueliving@](#)'s candle options in single and three-scent varieties.

Look beyond decorating just the living room! Nutcrackers, floral wreaths, floor décor (including a 48-inch standing Santa), glamorous holiday dining options starting at only \$1 each and an assortment of winter bedding, blankets and throws can complete a home's transformation for the holidays.

While Santa admires the beauty of the home, be sure to remember some of the delicious tastes of the season with holiday treats, candies, cookies and baking items like sugar, eggs, peanut butter, milk and more. Plus, Dollar General offers numerous items to accompany the main meal and holiday breakfasts.

Finally, get and keep the home ready for guests this season with a variety of cleaning items. From floor and air care to paper products, Dollar General has everything needed to take care of the spills and inevitable messes that accompany this time of the year.

Seven Days of Holiday Savings

The holiday savings start to gear up with four days of deals from Sunday, November 19 through Wednesday, November 22 with buy-one-get-one-free offers, preparations for a tasty Thanksgiving meal, electronics, holiday gift options and more. Holiday excitement continues on Thanksgiving Day with BOGO offers on assorted As Seen on TV® items, food storage containers, cosmetics and select coffees; 50 percent savings on all holiday tree décor including trees, ornaments, lights, tree skirts and tree toppers; 20 percent off the purchase of two or more qualifying gift card purchases and incredible savings on electronics from Polaroid®, Vivitar® and iRocker.

Thanksgiving Day also kicks off a three-day sale including a buy one, get a second 75 percent off sale on qualifying toys, BOGO offers, 50 percent savings on plush, fleece and flannel throws, special savings on select coffee makers and much more, all while quantities last.

Gift Options

With gifts that are sure to delight all recipients, Dollar General is making giving gifts one of the most affordable and easy parts of the season. With options for recipients of all ages, Dollar General offers toys, apparel, bath sets for women, men and kids, gift cards, fragrance sets, electronics and more.

With a wide selection of popular branded and licensed toy offerings, children of all ages are sure to enjoy items from My Little Pony®, Spider-Man®, Barbie®, Cars 3®, Frozen®, Monster High®, Disney®, Glimma Girlz®, Hot Wheels®, Finding Dory®, The Lion Guard®, Paw Patrol®, Doc McStuffins®, Trolls®, Fisher Price® and more. To see all of the year's new and exciting toy offers, visit the Dollar General toy book online [here](#).

Dollar General is also offering customers an immediate 25 percent discount off all qualifying toy purchases of \$75 or more, both in stores and online, now through December 24, 2017.

For the technology-loving gift recipients, Dollar General is providing a variety of affordable options including a wifi drone with a camera, a voice-enabled Alexa speaker, Bluetooth™ speakers, pre-owned video games, virtual reality headsets, cellular phone options, a DVD player, electronic tablets and more!

Dollar General Bowl

For the second year, Dollar General will serve as the title sponsor for the collegiate bowl game that airs on ESPN on Saturday, Dec. 23 at 6 p.m. CST. The game pairs teams from the Sun Belt Conference and the Mid-American Conference at Ladd-Peebles Stadium in Mobile, Alabama.

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, 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. For more information on Dollar General, visit www.dollargeneral.com.

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