

October 30, 2017

Dollar General Names Rob Scruggs as Chief Digital and Customer Engagement Officer

GOODLETTSVILLE, Tenn.--(BUSINESS WIRE)-- Dollar General Corporation (NYSE: DG) today announced that Rob Scruggs has joined the Company as chief digital and customer engagement officer, a newly created position in which he will lead the strategy for customer engagement including digital experience and tools. Scruggs brings over 17 years of experience focused on customer and user engagement.

This press release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20171030005777/en/>



"Rob brings a strong record of successful innovation in developing customer experience strategies across complex industries. At Dollar General, Rob's experience will help accelerate our digital strategy as we continue to focus on developing digital resources that can help our customers save time and money," said Jason Reiser, Dollar General's executive vice president and chief merchandising officer.

Scruggs most recently served as global director of client experience for Bank of America Merrill Lynch where he had responsibility for the end-to-end client experience for global commercial clients. Prior to that, he held customer experience roles at Asurion, E*TRADE and J.P. Morgan Chase.

Scruggs earned his Bachelor of Arts from University of Memphis.

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

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of August 19, 2017. In addition to high-quality private brands, Dollar General sells products from America's most-trusted manufacturers 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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Dollar General Corporation

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