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Dollar General Launches the Summer of Exclusivity

Company partners with major brands to provide customers with exclusive, new products

GOODLETTSVILLE, Tenn.--(BUSINESS WIRE)-- Dollar General (NYSE:DG) is matching the heat of the approaching summer months with hot deals on new, exclusive products from America's most trusted brands, as well as its own 100 percent satisfaction-guaranteed private brands.

"Dollar General is excited to deliver a summer of savings to our customers," said Jason Reiser, Dollar General's executive vice president and chief merchandising officer. "We have a dynamic lineup of products our customers will only find at Dollar General including limited-edition products from national brand partners, an expanded assortment of Better-For-You product offerings and a host of unique beauty care products from the newly-launched Studio Selection™ line. We look forward to helping all of our customers enjoy the summer by offering the value and convenience they have come to expect from Dollar General."

Upcoming products and offers include:

Second Annual Military Share a Coke® Can Series

Dollar General and Coca-Cola are joining forces again on the second annual patriotic Share a Coke® series aimed at recognizing and paying tribute to the outstanding military community. Available exclusively at Dollar General from Memorial Day through Labor Day, the 16-ounce cans will be available at all stores for \$1 each. Dollar General and Coca-Cola also plan to donate \$100,000 to the USO, which strengthens military service members by keeping them connected to family, home and country.

Red Bull Camo Can

Dollar General customers can help support the greater military community this summer with every purchase of a limited-edition Red Bull camouflage can. Available exclusively at Dollar General beginning in late June for \$3.50, a portion of each sale benefits the USO, up to \$15,000, meaning these cans are sure to fly off store shelves!

Studio Selection

Everyday beauty care is reimagined with the new launch of the Studio Selection™ line. By helping customers feel pampered and beautiful without spending a fortune, the new Studio Selection line's quality products afford customers with a new brand experience coupled with everyday indulgence. Launching in late June, Studio Selection™ offers customers with a 100-percent satisfaction guarantee on products including shampoo, conditioner, body lotion, body wash, facial cleansers and moisturizers, bath fragrances and more to provide customers with quality products at affordable prices.

Summer Splash Skittles

Splash into summer celebrations with the help of a new SKITTLES® limited-edition flavor available only at Dollar General stores beginning in late June. SKITTLES® Summer Splash allows customer to savor the sweet flavors of summer by combining quintessential flavors of strawberry, blue raspberry, orange, kiwi banana and watermelon. Each two-ounce bag of SKITTLES® Summer Splash is available for \$0.85 each, while supplies last.

Hershey's Military Collection

Dollar General and Hershey's are teaming up to provide a sweet salute to the military community this summer with the exclusive offering of Hershey's XL Appreciation Bars. Available in Hershey's Milk Chocolate, Hershey's Milk Chocolate with Almonds, KitKat Crisp Wafers and Reese's, the wrappers include sentimental notes of thanks including "Thank you for your service!", "A break for all who serve!", "You're my hero!" and "You're the best!" Almost equally as sweet, Dollar General and Hershey's plan to provide a \$10,000 donation to the USO this summer to provide additional military support.

Steven Tyler *Out on a Limb* DVD

Beginning on June 5, Dollar General will serve as the exclusive brick-and-mortar retailer for rock icon Steven Tyler's new DVD entitled *Out on a Limb* through August 28. *Out on a Limb* is an intimate portrait that recounts Tyler's journey to record a Nashville-inspired album with Tennessee-based musicians. Available for \$9.95, the DVD uncovers a side of Tyler many fans may not have seen before and also includes never-before-seen concert footage.

Kellogg's Frosted Flakes Chocolate with Marshmallows

Breakfast cereal is getting sweeter at Dollar General this summer with the launch of Kellogg's latest Gr-r-reat innovation. Frosted Flakes Chocolate with Marshmallows is coming only to Dollar General shelves beginning in July! Plus, for only \$3 per box, this new sweet flavor is an equally sweet way to begin the day.

Crisp Apple and Tangerine Clementine ChapStick

Treat your lips to four exclusive and sweet ChapStick® flavors, available only at Dollar General this year. Glide into spring with the newest flavors, ChapStick® Tangerine Clementine and ChapStick® Crisp Apple, or try ChapStick® Fruit Punch and ChapStick® Grape. Discover your favorite flavor for a sweet, refreshing treat your lips can appreciate! At only \$1.25 each, the prices are just as sweet as the flavors!

NUTRO™

During May's National Pet Month, Dollar General is excited to announce it now carries premium NUTRO™ dog food options, providing shoppers with non-GMO, specialty pet food at affordable prices. Exclusive to its channel, Dollar General's NUTRO™ selection includes a variety of wet and dry food options so customers and their pets can equally enjoy health benefits for pets and cost savings for their owners! From June 17 through July 21, Dollar General plans to provide customers with an instant \$5 savings for every \$20 or more NUTRO™ purchase.

For additional information, product images, photographs or items to supplement a story, please visit the DG Newsroom by clicking [here](#) or 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 14,609 stores in 44 states as of March 2, 2018. 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.

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