

NEWS RELEASE
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Dollar Tree Deal\$ Celebrates Grand Opening in Suffolk

Dollar Tree Deal\$ has opened its newest store at 922 North Main Street in the Suffolk Plaza Shopping Center. They will host a Grand Opening and Ribbon Cutting event on Saturday, March 5, 2011 at 9 a.m. This event is free and open to the public and will feature family-friendly activities throughout the day.

This new 13,711 square-foot store will offer a wide assortment of quality general merchandise, contemporary seasonal goods and everyday consumables. At Deal\$ stores, Dollar Tree can take advantage of larger sizes of everything from laundry detergent to candy, specialty items and closeout products from national brands that it can't sell for just a buck. At Deal\$ everything's not a dollar, but everything's a value.

"Dollar Tree continues to grow," said Chelle Davis, Dollar Tree spokesperson. "We are proud to be part of the community and excited to open our newest store in Suffolk."

"I am happy that Dollar Tree Deal\$ has become a new member of our business community," said Mayor Linda T. Johnson. "Dollar Tree is a well-respected company and a strong corporate citizen with a nationally recognized name. It's newest venture, Dollar Tree Deal\$, will be a welcome retail option for our residents."

About Dollar Tree:

Celebrating twenty-five years, Dollar Tree is North America's leading operator of discount variety stores selling everything for \$1 or less. A Fortune 500 Company, Dollar Tree is headquartered in Chesapeake, Virginia, and operates more than 4,000 stores across 48 U.S. states and 4 Canadian Provinces.

Dollar Tree trades publicly on the NASDAQ Global Select Market under the ticker symbol DLTR. For more information, visit www.dollartree.com

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