

Attention Business Editors:



### **Dollarama Board Appoints John J. Swidler as Independent Director**

**Montreal, Canada - January 5, 2010** - Dollarama Inc. (the "**Corporation**") announces the appointment of Mr. John J. Swidler, FCA, as independent director and chair of the audit committee of the Corporation, effective as of today. John J. Swidler replaces Felipe Merry del Val Barbavara di Gravelona on the board of directors of the Corporation.

Mr. Swidler has been a director of Reitmans (Canada) Limited since April 2, 2008. He is also a senior advisor of the Montréal office of RSM Richter. He was the managing partner of RSM Richter LLP from 1996 to January 1, 2007 and was Chairman of the firm's executive committee from 1982 to 1996.

His professional practice includes providing business advisory services to publicly-owned and privately-held companies. He has been involved in a number of significant merger and acquisition transactions on behalf of clients. He acts as an advisor for financial institutions and private equity funds in Canada and in the United States.

Mr. Swidler graduated from McGill University with a Bachelor of Commerce degree and obtained his designation as a Chartered Accountant. He also received a Bachelor of Civil Law degree from McGill University. He received his Fellow Chartered Accountant (FCA) designation from the Ordre des comptables agréés du Québec in 1992.

"We are pleased to have John join our board of directors" said Larry Rossy, chair of the board of directors and CEO. "He brings extensive knowledge and a great deal of experience to our board of directors and its audit committee."

#### **About Dollarama Inc.**

In 1992, the Dollarama business was founded by our CEO, Larry Rossy, a third generation retailer. We are the leading dollar store operator in Canada with 594 locations across the country. Our stores provide customers with compelling value in convenient locations, including metropolitan areas, mid-sized cities and small towns. All stores are corporate-owned and provide customers with a consistent shopping experience. Each store offers a broad assortment of everyday consumer products, general merchandise and seasonal items. Products are sold in individual or multiple units at select fixed price points between \$1.00 and \$2.00, with the exception of select candy offered at \$0.65.

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