

Attention Business Editors:



Dollarama Appoints New Chief Financial Officer

Montreal, Canada - March 18, 2010 - Dollarama Inc. (the "**Corporation**") (TSX: DOL) announces the appointment of Michael Ross, CA, as its new Senior Vice President, Chief Financial Officer and Secretary, effective as of April 12, 2010. Michael Ross will replace Nicholas Nomicos who will resign from his position as Senior Vice President, Interim Chief Financial Officer and Secretary of the Corporation, effective as of April 12, 2010. Mr. Nomicos will remain a member of the Corporation's board of directors.

Michael Ross joins Dollarama from Sanimax Industries Inc. where he was the Chief Financial Officer for the last 3 years. Previously, Mr. Ross served as Vice President, Administration and Chief Financial Officer of the Bell Nordiq Group Inc. from 1997 to 2007, where he successfully orchestrated an initial public offering (IPO) and led the finance negotiations and integration of several acquisitions in the telecommunications sector. He is currently a member of Financial Executives International as well as a board member of *Investissements Québec*.

Mr. Ross earned his Bachelor of Commerce and Graduate Accounting diplomas from Concordia University in 1981 and 1983, respectively.

"Michael Ross is the perfect person to take the helm of our finance organization and complement our management team" said Larry Rossy, Chair of the board of directors and CEO. "Mr. Ross's strong track record in corporate compliance and public company governance, and in creating effective operational and financial management processes in high-growth environments will be a great asset to our business".

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 \$0.69.

For additional information, please contact:**Investors:**

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