

Attention Business Editors:



**Dollarama Inc. Announces Redemption of 8.875% Senior Subordinated Notes  
by its Subsidiaries, Dollarama Group L.P. and Dollarama Corporation**

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UNITED STATES WIRE SERVICES/

**Montreal, Canada - November 17, 2009** - Dollarama Inc. (TSX: DOL) announced today that its subsidiaries, Dollarama Group L.P. and Dollarama Corporation, as co-issuers, elected to redeem all of their outstanding \$200 million principal amount 8.875% Senior Subordinated Notes as of today's date (the "**Redemption Date**") at a price of 104.438% of the principal amount of the notes, plus accrued and unpaid interest to the Redemption Date. The notes were redeemed in full on the Redemption Date and the Indenture dated August 12, 2005 by and among Dollarama Group L.P., Dollarama Corporation and U.S. Bank National Association, as trustee, under which the notes were issued was discharged.

**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 585 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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