



## **DOLLARAMA INC. TO REPORT SECOND QUARTER FISCAL 2011 RESULTS**

**MONTREAL, (Québec) August 20, 2010** – Dollarama Inc. (the “Corporation”) (TSX: DOL) announces that it will issue its second quarter financial results on September 14, 2010, for the period covering May 3<sup>rd</sup>, 2010 to August 1<sup>st</sup>, 2010.

Dollarama Inc.'s Chief Executive Officer, Mr. Larry Rossy, will hold a conference call on the same day, at 10:30 a.m. EDT to discuss the Corporation's results. Mr. Rossy will be joined on the call by Mr. Michael Ross, Chief Financial Officer and Secretary, Mr. Stéphane Gonthier, Chief Operating Officer and Mr. Neil Rossy, Chief Merchandising Officer. In addition to the Corporation presentation on the call, there will be a question and answer session at which investors and financial analysts are invited to ask questions. Media may participate in the call on a listen-only basis.

To participate in, or listen to the call, please dial (514) 392-9193 or (866) 226-1792 and indicate that you would like to participate on the Dollarama conference call.

This conference call will be recorded and available for replay beginning two hours after the end of the call and will be available through October 14, 2010. To access the replay, please dial (514) 861-2272 or (800) 408-3053, then the access number 1170458#.

### **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 611 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 further information:**

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