

Attention Business Editors



Dollarama Board Appoints Huw Thomas as Independent Director

Montreal, Canada – March 24, 2011 – Dollarama Inc. (the "**Corporation**") (TSX: DOL) announces the appointment of Huw Thomas as an independent director of the Corporation and a member of the Audit Committee of the Corporation, effective as of today. Mr. Thomas replaces Nicholas Nomicos on the Audit Committee, effective as of today. Mr. Nomicos served as an interim member of the Audit Committee following the resignation of Donald Gray Reid.

Mr. Thomas brings more than 35 years of international financial experience to the Corporation. Mr. Thomas has spent more than fourteen years at Canadian Tire Corporation, Limited in senior financial roles, including 9 years as Chief Financial Officer and, until recently, as Executive Vice-President, Financial Strategy and Performance.

In addition to his extensive financial background, Mr. Thomas holds a Bachelor of Science degree in Economics from the University of London (U.K.), and is a Certified U.K. and Canadian Chartered Accountant.

"Huw is an important addition to our distinguished Board of Directors" said Larry Rossy, Chair of the Board of Directors and CEO. "He has vast financial knowledge and possesses a strong governance background that includes practical Board and Audit Committee experience with public companies".

About Dollarama

In 1992, the Dollarama business was founded by our Chief Executive Officer, Larry Rossy, a third generation retailer. We are the leading dollar store operator in Canada with 639 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.

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