



BAIN DOLLARAMA (LUXEMBOURG) ONE S.À R.L SELLS ITS REMAINING DOLLARAMA SHARES

This release is intended for distribution in Canada only and is not intended for distribution to United States newswire services or for dissemination in the United States.

MONTREAL, June 28, 2011 /CNW Telbec/ - Dollarama Inc. (TSX: DOL) ("**Dollarama**") announced today that Bain Dollarama (Luxembourg) One S.à r.l, an entity indirectly owned by funds advised by Bain Capital Partners, LLC, has agreed to sell all of its remaining 9,157,446 common shares of Dollarama in a block trade to a financial institution at a gross price of Cdn\$32.50 per common share. The sale is expected to close on June 30, 2011.

"We are pleased to have been able to count Bain Capital as one of our major shareholders", said Lawrence Rossy, Dollarama's Chief Executive Officer. "The company will continue to benefit from the vast experience and expertise of the Bain Capital representatives that currently serve on our board of directors."

About Dollarama

Dollarama is Canada's leading dollar store operator in Canada with 667 locations across the country. Our stores provide customers with compelling value in convenient locations, including metropolitan areas, mid-sized cities and small towns. Dollarama aims to provide customers with a consistent shopping experience, offering 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 up to \$2.00.

For further information:

Investors: Michael Ross, Chief Financial Officer and Secretary, (514) 737-1006 x1237, michael.ross@dollarama.com; Media: Paul de la Plante, NATIONAL Public Relations, (514) 843-2332; www.dollarama.com