



For immediate distribution

Dollarama Announces Changes to its Board of Directors

MONTREAL, Quebec, October 11, 2012 – Dollarama Inc. (“Dollarama” or the “Corporation”) (TSX: DOL) is pleased to announce the appointment of Richard G. Roy as an independent director of the Corporation. Mr. Roy will fill the vacancy created among the board of directors by the resignation of Matthew Levin. The resignation of Mr. Levin and the appointment of Mr. Roy are both effective immediately.

Mr. Roy will also sit on the Audit Committee of the Corporation, and Huw Thomas, independent director of Dollarama, will replace Mr. Levin on the Human Resources and Compensation Committee while remaining a member of the Audit Committee and the Nominating and Governance Committee of the Corporation.

Mr. Roy currently serves as President and Chief Executive Officer of Uni-Select Inc., a successful distributor of automotive replacement parts, equipment, tools and accessories in North America, and has been with the company since 1999. He also sits on the board of directors of Uni-Select Inc. since May 2008.

Mr. Roy has more than 35 years of experience in the fields of accounting, finance, distribution, mergers and acquisitions and was awarded the title of Fellow Chartered Accountant (FCA) in 2012.

“We would like to thank Matthew Levin for his outstanding contribution to the growth and success of Dollarama”, said Larry Rossy, Chairman and Chief Executive Officer of Dollarama. “We are delighted to welcome Richard Roy to our board of directors. Dollarama will benefit from his extensive public company experience and his expertise in the fields of corporate finance, distribution, logistics and operations in Canada and the United States”.

About Dollarama

Dollarama is Canada’s leading dollar store operator with 735 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 \$3.00.

For further information:

Investors

Michael Ross, FCPA, FCA
Chief Financial Officer and Secretary
(514) 737-1006 x1237
michael.ross@dollarama.com

Media

Lyla Radmanovich
NATIONAL Public Relations
(514) 843-2336

www.dollarama.com