



**For immediate distribution**

## **DOLLARAMA ANNOUNCES COMPLETION OF TWO-FOR-ONE SHARE SPLIT**

MONTREAL, Quebec, November 18, 2014 – Dollarama Inc. (TSX: DOL) (“Dollarama” or the “Corporation”) announced today that it has completed its previously announced two-for-one share split of the Corporation’s outstanding common shares by way of share dividend.

On November 17, 2014, each shareholder of the Corporation of record at the close of business on November 10, 2014 received one additional common share for each common share held. As a result of the completion of the two-for-one share split, the number of outstanding common shares of the Corporation has doubled to approximately 131.45 million. The common shares will commence trading on an ex-dividend basis (on a split basis) at the start of business today.

Shareholders did not need to take any action in order to receive this share dividend. Computershare Investor Services Inc., the Corporation’s transfer agent, will send to all registered shareholders a notice under the direct registration system indicating the number of additional common shares that they received as a result of the share dividend. These additional common shares are held in book entry form and registered electronically in the transfer agent’s recordkeeping system, unless a physical share certificate is requested by the registered shareholder. Beneficial owners of common shares held through a brokerage account will have their accounts automatically updated to reflect the share dividend.

For Canadian income tax purposes, the aggregate amount of the share dividend is nominal. Accordingly, there will be no Canadian income tax payable by the shareholders with respect to the share dividend. For more information, shareholders and beneficial owners should consult their own tax advisor.

All share and per share data will be adjusted to reflect the share split. In addition, the Corporation’s equity-based compensation plan as well as the Corporation’s current normal course issuer bid will be adjusted to reflect the share split.

### **About Dollarama**

Dollarama is Canada’s leading dollar store operator with 917 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. Our quality merchandise is sold in individual or multiple units at select fixed price points up to \$3.00.

### **Forward-Looking Statements**

Certain statements in this press release about our current and future plans, expectations and intentions, results, levels of activity, performance, goals or achievements or any other future events or developments constitute forward-looking statements.

Dollarama Inc.

Forward-looking statements are based on information currently available to us and on estimates and assumptions made by us in light of our experience and perception of historical trends, current conditions and expected future developments, as well as other factors that we believe are appropriate and reasonable in the circumstances, but there can be no assurance that such estimates and assumptions will prove to be correct. Many factors could cause our actual results, level of activity, performance or achievements or future events or developments to differ materially from those expressed or implied by the forward-looking statements, including, but not limited to, the factors which are discussed in the “Risks and Uncertainties” section of the Corporation’s management’s discussion and analysis for Fiscal 2014 (available on SEDAR at [www.sedar.com](http://www.sedar.com)). Those factors are not intended to represent a complete list of the factors that could affect us; however, they should be considered carefully. The purpose of the forward-looking statements is to provide the reader with a description of management’s expectations regarding the Corporation’s financial performance and may not be appropriate for other purposes; readers should not place undue reliance on forward-looking statements made herein. Furthermore, unless otherwise stated, the forward-looking statements contained in this press release are made as at November 18, 2014 and we have no intention and undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law. The forward-looking statements contained in this press release are expressly qualified by this cautionary statement.

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