



For immediate distribution

**DOLLARAMA ACCEPTING EMERGENCY PRE-LOADED
DEBIT/CREDIT CARDS IN ALBERTA**

MONTREAL, QC, May 14, 2016 – In response to customer requests, Dollarama Inc. (“Dollarama”) (TSX:DOL) can now accept one-time emergency pre-loaded debit/credit cards being distributed to Albertans displaced by the wildfire in Fort McMurray as a payment method.

To accommodate this payment method, Dollarama has temporarily activated certain functionalities at its point-of-sale terminals in Alberta only. Dollarama will maintain the availability of this payment method for as long as it is required for the convenience of these customers.

In support of Albertans displaced by the wildfire in Fort McMurray, Dollarama has also made a \$50,000 corporate donation to the Red Cross Alberta Fires Appeal.

About Dollarama

Dollarama is Canada’s leading dollar store operator with 1,030 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:

Media

Lyla Radmanovich

(514) 845-8763

media@rppelican.ca

www.dollarama.com