



For Immediate Release

FAMILY DOLLAR TO GIVE CUSTOMERS THE OPPORTUNITY TO WIN THE ULTIMATE FAMILY REUNION

Celebrity chef, Pat Neely to serve as grill master at special summer event

Matthews, N.C. (April 29, 2015) – Family Dollar Stores, Inc. (NYSE: FDO) today announced a special summer program designed to bring families together. The *Just Add Family* contest will allow one lucky Family Dollar customer the opportunity to win the ultimate family reunion for up to 100 guests. Also on the attendee list is celebrity chef, Pat Neely, who will serve as personal chef for this “ultimate family reunion!” If that’s not enough, the lucky recipient will also receive a year’s worth of groceries from the discount retailer – a \$750 value. This contest runs from April 28 through May 26. The winner of this contest will be announced in June, with the reunion taking place mid-July.

“A family reunion is the perfect opportunity for families to share memories and make new ones,” said Jason Reiser, Chief Merchandising Officer, Family Dollar. “We are thrilled to host the *Just Add Family* contest as our way to celebrate families – of all shapes, sizes and backgrounds. We know many of our customers rely on their local Family Dollar store to find the best deals on all their summer needs - from hot dogs and delicious sides, to grills and coolers, to ice cream and water guns. I know our customers are going to be just as excited as I am about this contest, and I can’t wait to see all the entries.”

Enter the *Just Add Family* contest in three easy steps:

1. Upload your best family photo or video at <http://mysav.in/JustAddFamilyPR>
2. Tell Family Dollar why your family deserves to win. Remember to use the #JustAddFamily hashtag
3. Share your video, and get your family and friends to support your entry

“For many families, the summer is a busy time of year, and the *Just Add Family* contest is a great way to highlight the importance of taking a moment with family,” said celebrity chef, Pat Neely. “Plus, Family Dollar’s everyday low prices and convenient neighborhood locations are the perfect complement to any family summer activity. This contest is sure to bring families together, and help one lucky family create memories they will never forget.”

For a complete list of contest rules and more information on how to enter, visit <http://mysav.in/JustAddFamilyPR>. Stay up-to-date on the latest news and happenings at Family Dollar at www.facebook.com/familydollar or Twitter at @myfamilydollar. Customers can check the hours of their local Family Dollar stores at www.familydollar.com.

About Family Dollar

For more than 54 years, Family Dollar has been providing value and convenience to customers in easy-to-shop neighborhood locations. Family Dollar’s mix of name brands, and quality, private brand merchandise appeals to shoppers in more than 8,200 stores in rural and urban settings across 46 states. Helping families save on the items they need with everyday low prices creates a strong bond with customers who refer to their neighborhood store as “my Family Dollar.” Headquartered in Matthews, North Carolina, just outside of Charlotte, Family Dollar is a Fortune 300, publicly held company with common stock traded on the New York Stock Exchange under the symbol FDO. For more information, please visit www.familydollar.com.

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