

## **DOLLAR GENERAL**

Dollar General Corporation  
100 Mission Ridge  
Goodlettsville, TN 37072

**Date: December 28, 2022**

**To: All Dollar General Vendor Partners**

**Re: Dollar General 2023 Off-Shelf Merchandising Opportunities**

Thank you for your continued partnership in helping Dollar General provide its customers with the opportunity to Save Time, Save Money, Every Day!®

This letter describes the off-shelf merchandising opportunities available in Dollar General stores effective January 28, 2023. These incremental off-shelf merchandising opportunities will provide you with highly visible locations in over 19,000 Dollar General stores, which collectively expose your product to millions of customers each day!

### **Clip Strip Program**

Dollar General has permanent clip strip fixtures within Core Planograms in our stores. They are placed in highly visible aisle locations with one double-sided clip fixture extension per location (maximum 2 items per clip strip/one per side).

Additional clip strips are located in the seasonal areas. These are perfect for seasonally relevant items, impulse items and/or new item launches; and will be communicated to store employees through our Monthly Activity Guide (MAG).

Vendors may contract for clip strip locations for various time frames during the year. The cost for each double-sided clip strip is \$3.00 per store, per month.

### **Side Wing Program**

There are up to twenty-five (25) side wings in prominent aisle locations across all store formats. These side wing locations are perfect for non-core bonus packs, impulse items, and to test new products in Dollar General stores.

Side wings can contain multiple products that must be provided in pre-packed display boxes no larger than **14.5" W x 47.5" H x 6" D**. Side wing locations can be contracted for on a monthly basis ranging from 1 month to 12 months. The cost for each side wing location is \$4.00 per store, per month.

### **Register Item of the Month Program**

We have up to four (4) register items of the month available in each Dollar General store. The cost is \$2.00 per item, per store, per month.

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### **Magic Table Program**

The Magic Table is typically positioned at the store's front entry by the check-out. Please speak to your buyer to determine the monthly cost per store.

### **Off-Shelf Markdowns**

Vendors are responsible for paying markdown costs associated with clearing or disposing of products at the end of the contract term for each off-shelf merchandising program. All markdown costs must be reimbursed by the vendor at full purchase order cost.

### **Financial Information**

Program fees and associated markdown fees in this letter, as well as all other rebates, are paid via deduction from your current business on account. Dollar General, at the company's discretion, may request payment via check/wire/ACH. Payment of these fees and allowances will not obligate Dollar General to purchase any minimum quantity of an item or carry any item for a defined minimum period of time.

Space is limited, so please contact your buyer today to request a location for 2023!

Thank you for your support and partnership.



Mark Banister  
Senior Vice President, In Store Experience